

THIRTEENTH ANNUAL EDITOR AND PUBLISHER SYNDICATE DIRECTORY

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# EDITOR & PUBLISHER



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SECTION TWO

NEW YORK, N. Y., SEPTEMBER 26, 1936

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# LIL ABNER

By AL CAPP



## THE BOY WONDER OF COMICS

A YOUNGSTER in years, a prodigy in growth, this hillbilly comic by Al Capp has captivated the nation. It has won a string of popularity contests by landslides. Ordinarily restrained editors go superlative in praising it. . . . The back cover gives a few highlight details.

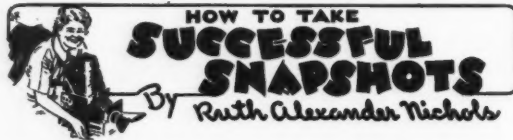
### UNITED *Feature* SYNDICATE

220 East Forty-Second Street New York

AH'M A-HUSTLIN' OVAH  
TO THE BACK COVAH  
MAHSELF TO SEE MAH  
BOY GITS HIS DUE!



# EDITORS—BUSINESS MANAGERS



is a new feature for amateur photographers that not only helps increase circulation but makes the cash register click. Local drug stores, hardware stores and sporting goods houses are all potential sources of new revenue. . . . Ruth Alexander Nichols is one of America's leading professional photographers. She has a conspicuous knack of writing about photography from the amateur's own viewpoint. Her feature is augmented by two other releases that make it possible for you to build an entire page for amateur photographers, or the feature may be used by itself. **YOU WILL BE SURPRISED AT THE INTEREST IN AMATEUR PHOTOGRAPHY IN YOUR TERRITORY.** Let us send you a sample page, showing how elastic the feature is.

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Daily Short Stories                      Serials                      Weekly Fiction Pages

Many of America's largest papers have turned to our fiction almost exclusively because it can be depended upon. All of our short stories are **ORIGINAL**—no reprints. They are selected for plot and originality.

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Darragh Aldrich  
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Wm. MacLeod Raine  
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Henry Von Rhan  
William R. Randall  
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R. T. M. Scott  
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### THE NATIONAL WHIRLIGIG

#### News Behind the News

By RAY TUCKER and JAMES McMULLIN  
Two columns a day of *inside* news reported from Washington and New York inner circles. Information available only to our writers through wide personal contacts and exceptional backgrounds. "Most authoritative service in the field." Established Nov. 1931. Releases are mailed—by air where necessary—three times weekly.

### THE FINANCIAL WHIRLIGIG

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Unique offspring of The National Whirligig. Takes readers behind the scenes of the stock, bond and commodity markets. Highest sources of information guarantee complete accuracy and reliability. A daily column enjoyed by men and women alike—even by those who have no investments. Trustees, treasurers and people living on investments praise the service.

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#### News Behind the News

By FREDERIC SONDERN  
Factual news from foreign capitals—without benefit of censor. Scoop-making dispatches—authoritative—concise. Author is intimately acquainted with governing powers of Europe, enabling him to get at first hand news that can be obtained through no other source. A weekly release that attracts quality readers.

Specimen releases mailed on request

### Among the authors of our original short stories are:

Helen Augur  
Josephine Bentham  
Hilda Cole  
Louis Arthur Cunningham  
Ben Dean  
Phyllis Moore Gallagher  
Margaret Guion Herzog  
Helen Hadakin  
Nard Jones  
Storm Jameson  
Alice Douglas Kelly  
Fred Lape  
Edwin Muller  
Elinor Mordant  
Elsie Singmaster  
Charles Hanson Towne  
Priscilla Hovey Wright

## McCLURE NEWSPAPER SYNDICATE

345 HUDSON STREET, NEW YORK CITY  
620 FOLSOM STREET, SAN FRANCISCO, CALIF.

# SYNDICATES NOW IN THEIR HEYDAY

Multiple Factors Credited with Year of Vastly Improved Income—New Trends in Pictures and Comics Noticeable—Purse Strings Loosening

**D**ON'T bother to count items in the column upon column of six point tabulation which follows this page.



W. T. McCleary

Take our word for it that there are more syndicates, more features, much more business than a year ago. Powerful forces within and without the publishing industry have been especially visible in their manifestations for the past 18 months.

Principal among these, as is obvious, is the return of a measure of prosperity, an economic trend which has affected not only the quantity but the quality and characteristics of syndicated material in American newspapers.

Secondarily, the growth of radio as an entertainment medium has already begun to work a change in newspaper technique and has in addition provided a large and lucrative field for syndicate sales.

During the present year, informed syndicate men report, the thought processes of the average managing editor have been given wider range as the purse-strings have been slipped a wee bit ajar. In some cases editorial budgets for features virtually have been doubled and the daily menu for readers thus given a better diet balance. This has been accompanied, however, with a thorough weeding out of the syndicate dead-wood by many papers.

In some cases features and comics had been riding along on paper. They were good enough—if the paper could not afford better. Of course all old standbys were not thus displaced, but they were given the once-over for usefulness. One editor this week gave his formula for testing reading value of a feature as dropping the article from the paper and not re-instating it if you could get it again—until fellow citizens began "giving you the raspberry as you pass them on the street and the Rotary club begins making speeches about it."

In buying new features, however, editors are exercising greater care than in the spendthrift days before '29 when it swelled the ego to sign on the dotted line. This has placed an additional burden on syndicate editors to provide features which register high on the new-fangled reader interest surveys—a depression innovation with obvious handicaps and blessings.

The influence of the economic cycle on reading habits is variously described by syndicate men. One believes that the increased leisure time through the adoption of the five-day week in many industries has made the popularity of the "week-end" paper (issued Saturday or Sunday) more easily achieved.

Another suggests that as the financial stress has been somewhat lifted from readers, they have become less interested in details of daily financial and political development and are willing to devote a greater part of their newspaper reading time to informative and entertaining feature material. Many newspapers which discontinued their magazine sections during the past five years are known to be resuming them, and a new ven-

ture in magazine sections for the smaller markets has been given a thorough trial on the Pacific Coast.

Radio has, through its acknowledged success in the field of entertainment provided a new field for disbursement of syndicated material,

as the betterment of quality it has brought.

"Trends?" the present-day syndicate manager will inquire if you ask him which way the syndication field is going. "There are no trends." So few are genuinely new ideas the

problems. But it has also meant mounting revenue for Sunday newspapers, growing from virtually nothing six years ago to a probable \$12,000,000 figure for 1936.

In this connection the tabloid has been born, and introduced its little litter of bothers. New drawing styles had to be devised to save the reader's eyes, and to keep their interest. Most Sunday comics are now drawn in two fashions, one for full-size and one for tabloid. Despite the unhappy experience of one large comic group in going to tabloid some months back and dropping in revenue while others gained, the tendency toward tabloid is strong. Many papers now offer both sizes in the same edition.

Horizontal half-page technique is growing in usage by papers printing comics in regular size sheets. The last word came this week when the *Butte* (Mont.) *Standard* and *Post* blossomed out with colored daily comic pages. Tint blocks were used for background and light red ink was used to give the two-toned flavor.

Different colored ink will be used each week. "The comics are glorified with this treatment and the use of color by the papers, we feel," said Joe L. Markham, manager of the *Standard*, "will sell the color idea to advertisers. Particularly is the idea good for national advertisers who are using strip or cartoon copy. It is the first time that a newspaper has used more than one color on daily comics which are designed for one color. The idea has been waiting around for years for someone to adopt. Readers of *Butte* papers like the idea and hundreds of phone calls were received complimenting the papers on the change."

With color in general use has come, particularly in recent months, the impetus which color has given to the Sunday magazine, thus vastly enlarging the field of syndicated fiction, scientific and related subjects. Domestic science, fashions and the rest have prospered with the swelling market.

Pictures deserve a place in the syndication surprises of the year. With the Associated Press, NEA-Acme, International and Wide World all in the telephoto business, lively editorial competition and the mere merry minstrels of the respective salesmen have sent the use of local and syndicated pictures soaring.

Again in pictures there has been a qualitative as well as quantitative increase. At first editors were satisfied with merely having more pictures and having them on their desk faster after the deed.

Today, from the reports in the field, editors demand better picture editing. They insist on continuity in picture treatment. They want more intelligent photographic style. In fact, picture editors smile in joy, some of these newspapers even want art in news pictures. Syndicated material finds itself more liberally and aptly illustrated, and its illustrative matter better tuned to the editorial and

(Continued on page XXXIV)

## The Zero Hour... by Charles H. Sykes



particularly in the adaptation of comic strips to the air. One syndicate has 14 strips being prepared for broadcast, with continuity differing from the daily comic. Advertiser acceptance of this type of editorial radio copy has been ready, in most cases. There are several syndicates in this field already.

Too, radio has impressed many editors with its spot news function which many say has taken the edge off several of the hot stories of the year and emphasized the unequalled opportunity of the press to give continuity to its news presentation and attractiveness to its entertainment offerings.

This has led, naturally, to inauguration of syndicated news reviews on national and international developments and has brought on the era of interpretive columns, mainly from Washington and Wall Street.

It was recently estimated that the gross receipts to all syndicates from news-behind-the-news columns now totals \$250,000 annually. This figure makes that material the depression phenomenon.

In the interpretive field, the ghost writing done under big-name bylines which was so common in the post-war period, has been displaced by columns whose display of knowledge and writing technique is paramount. In dollars and cents, of course, this has had a profound effect on syndicate incomes, but its most permanent influence is regarded by syndicate men

smartest operators are concerned more with bringing forth an occasional flash and depending for bread and butter upon sound applications of tried themes, embellishing them with modernized treatment. One strip in comics, for example, may be the basis for many similar strips. For A's ape man, B must have its cave man to feed to circulation-hungry editors. One cinderella girl brings a swarm of rags-to-riches strips. One cartoonist injects his subjects into time and space and others find it soundest editorial policy to follow. For a Winchell there will be little Walters in dozens of gossip corners. This, syndicate men say today, is the short history of modern syndication.

Not that the last seasons have not brought forth new ideas. The one-shot comic squares more or less adapting the old magazine cartoon technique to daily production are an innovation. There are many others.

Definitely there has been a movement in the direction of making comic strips comical. Either that, or rough-and-ready. The effects of such trends have been evident in the growing pulling-power of comics. Some papers now carry in Sunday editions 50 or more comics weekly, most of them in four colors.

Color has brought new troubles to the syndicate man. It has meant additional plates and the need for better printing standards, and more editing



GEORGE CARLIN

EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES

General, Art and Sport Features—Directory of Authors and Artists—List of Syndicate Officers and Addresses
Key to symbols: (d) daily; (w) weekly; (d-w) daily and weekly; (2-w) twice a week; (3-w) three times a week; (ill.) illustrated; numbers and fractions of numbers in parenthesis indicate size of features in columns; size of small features often indicated by number of words; thus (125); (rp) run of paper (bp) half-page; (fp) full page; (q) quarterly; (s) Sunday; (C) Canadian Rights.
(Copyright 1936 by Editor & Publisher Co.)

GENERAL NEWSPAPER FEATURES

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists various newspaper features like 'Academy of Athens News', 'Accident Prevention in the Home', 'Activities of Woman', etc., with author names and syndicate affiliations.

FEATURE AUTHOR SYNDICATE

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists various newspaper features like 'Bad Boy's Hollywood Diary', 'Barbs (paragraphs)', 'Balkan Political Review', etc., with author names and syndicate affiliations.

BEAUTY

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists beauty-related features like 'Beauty (d) (C)', 'Beauty (ill.)', 'Beauty (d) (C)', etc., with author names and syndicate affiliations.

ASTROLOGY

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists astrology-related features like 'Alston, Isabel (d) (1/2)', 'Astrological Column (d) (1/2)', etc., with author names and syndicate affiliations.

AUTOMOTIVE

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists automotive-related features like 'Ad-Route (m) (booklet)', 'Adventures Aboard (w) (1000)', etc., with author names and syndicate affiliations.

AVIATION

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists aviation-related features like 'Along the Airways (w) (1)', 'Around the Continent by Plane (w) (200-700)', etc., with author names and syndicate affiliations.

BOOKS

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists book-related features like 'Balkan Books Abroad (w) (800-1000)', 'A Book a Day (review) (d)', etc., with author names and syndicate affiliations.

(Continued on page V)

EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES

(Continued from page IV)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Book Review from Constantinople', 'Book Review from Jerusalem', 'Book Review from Sofia', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Cable Service', 'Canadian Daily Business Charts', 'Camping Stories', etc.

BRIDGE

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Baylor, Shepard, on Bridge', 'Bridge (d) (C)', 'Bridge Articles', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Corridor Gossip in the Nation's Capital', 'Cosmopolitan (w) (800)', 'Thomas Craven-Art (w)', etc.

BUSINESS

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Business Foreign Trade News', 'Alexandria Tourist News', 'Roger W. Babson's Authentic Statement', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Advice to the Lovelorn', 'All in a Day (tri-w)', 'A Breath of the Outdoors', 'B.B. Davis Reveals', 'Bruce Barton (tri-w)', 'Behind the Scenes in Washington', 'Column on Human Relations', 'The Conning Tower', 'Cosmopolitan-at-Love', 'David Lawrence Washington Dispatch on National Affairs', 'Everyday Living', 'Evelyn Living', 'Favorable Living', 'Lovelorn', 'Fair Enough', 'Francis Crane's', 'Anne Hirst C. Jurnan', 'In New York', 'Inspirational Talks', 'It Seems T. M.', 'General Hugh S. Johnson', 'Good Taste', 'Listen Worldly', 'Alice Longworth Says', 'Looking at Washington', 'The Loud Speaker', 'Louis B. Spears', 'My Favorite Role', 'My Neighbor Says', 'My New York (d)', 'Francine Market', 'The Helen Rowland', 'Marry-Go-Round', 'Modern Women', etc.

CHILDREN

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Children's Page (w)', 'Children's Page (ill)', 'Child Psychology', 'Child Training', 'Child Training (4-w)', 'Costs-Roads of America', 'Cubby (w) (ill)', 'Cuddles and Tuckies', 'Sendown Stories for Children', 'You and Your Child', 'You and Your Child (d)', 'Your Child's Health', 'Your Children (d)', 'Your Child in School', etc.

COLUMNS

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Advice to the Lovelorn', 'All in a Day', 'A Breath of the Outdoors', 'B.B. Davis Reveals', 'Bruce Barton', 'Behind the Scenes in Washington', 'Column on Human Relations', 'The Conning Tower', 'Cosmopolitan-at-Love', 'David Lawrence Washington Dispatch on National Affairs', 'Everyday Living', 'Evelyn Living', 'Favorable Living', 'Lovelorn', 'Fair Enough', 'Francis Crane's', 'Anne Hirst C. Jurnan', 'In New York', 'Inspirational Talks', 'It Seems T. M.', 'General Hugh S. Johnson', 'Good Taste', 'Listen Worldly', 'Alice Longworth Says', 'Looking at Washington', 'The Loud Speaker', 'Louis B. Spears', 'My Favorite Role', 'My Neighbor Says', 'My New York', 'Francine Market', 'The Helen Rowland', 'Marry-Go-Round', 'Modern Women', etc.

(Continued on page VII)

EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES

(Continued from page V)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'My Day (d) (900)', 'The National Whirligig-Washing- ton (d) (2000)', 'New York Column', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Father McGowan Says (tri-w) (600)', 'Favorite Poems of Famous People (d-w)', 'Feature Pages (d) (w) (fp)', etc.

D

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Daily Article (d) (300)', 'Daily Reichhalt (d) (120)', 'Daily Constitutionals (d)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Foreign News Features', 'Foreign News Features', 'Foreign News Features', etc.

FASHIONS

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Accessories Determine Styles (d) (200 ill.)', 'Are You Dressed Correctly (d) (300)', 'Barbara Bell Fashion-Pattern Service (d-w)', etc.

EDITORIAL

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Editorial (d)', 'Editorial (d) (500)', 'Editorial Digest (d) (1000)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Fashion Page (w)', 'Fashion Page (d) (500)', 'Fashion (d)', etc.

F

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Face to Face with Presidents (6000)', 'Fact (m)', 'Factograph (d) (C)', etc.

(Continued on page VII)

EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES

(Continued from page VI)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Ladies' Fashion (bi-w) (ill.)', 'What's New? (Fashion) (d) (3)', 'Woman and Her World (fashion) (w) (9)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Greg-Jim Humorous Adventures (w) (page mats with 4 col. art.)', 'Gaily! The Confessions of Franklin D. Roosevelt, written by a Friend (d-w)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Background of the Markets (d) (700)', 'Daily Financial Forecast (d) (350)', 'Daily Tax Facts (d)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'The Garden Notebook (w) (600)', 'The Garden Notebook (w) (C)', 'Good Gardening (d) (C)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'The Food Markets (d) (C)', 'Foods (d) (1)', 'Foods Page (w) (7)', 'Food Things to Eat (d) (1000)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Handily (w) (2-3)', 'Handy Fillers (1-7 lines) (w)', 'Nels on Harding (3)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'The Greatest Game in the World (d)', 'The Great Game of Football (d) (1)', 'Great Moments in History (d-w) (750)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Historical Feature (w) (4)', 'Holy Synod News Athens (w) (800-1000)', 'Home Builders Feature', 'Home Economics (w) (C)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Dr. Berg (d) (800)', 'Case Records of a Psychologist (d) (500)', 'Dr. Chaffee Says (tri-w) (600)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Good Taste (d) (300) (ill.)', 'Home Hints (w) (800)', 'Home Institute Housekeeping Service (4 tab. d.)', etc.

(Continued on page VIII)

EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES

(Continued from page VII)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes items like Home Science, Household Hints, Page, etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes items like Magazine Articles, Magazine Page, Magazine Pages, etc.

I

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes items like I Think to Mention, If I Had a Million, If I Had to Do It Over, etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes items like Manhattan Days and Nights, Manners of the Moment, Manners of the Moment, etc.

J

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes items like Jigglitas, Jinx, Jolly Folly, etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes items like Behind Scenes in Hollywood, Britain on the Screen, etc.

K

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes items like Nick Kenny Speaking, K. F. S. Daily Magazine Page Service, etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes items like Hollywood Preview, Hollywood Reporter, etc.

L

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes items like Labor News Service, Laff-A-Day, Jack Lait's Highlights of Broadway, etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes items like Hot from Hollywood, Interviews with Film Stars, etc.

N

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes items like Little Benny's Notebook, Living and Loving, etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes items like Nancy Page, Nancy Page, Nancy Page, etc.

(Continued on page X)





# MORE FUNNY PAGES

With seven pages and two half-pages calculated only to amuse and bring laughter, the New York Herald Tribune Comic Section stands unique in the highly competitive New York field.

A recent survey indicates that the readers of the section are entertained by all the comics, and that the range of preference is of no great importance, even the least popular comic being read by 81% of the readers! Frequent enthusiastic comment places the Herald Tribune's first among all comic sections.

The New York Herald Tribune will increase its comics and from time to time new comics will be developed and offered in syndication.

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LONDON:  
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 London, W. C. 2 England

EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES

(Continued from page VIII)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists various feature categories like 'Nature's Children', 'Headliner Arts', 'News Features', etc., with corresponding authors and syndicates.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists categories like 'Personal Correspondence for Out-of-Town Newspapers', 'Personality Pointers', 'Picture Page', etc., with authors and syndicates.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists categories like 'Clotilde Patterns', 'Dress Patterns', 'Hens Patterns', etc., with authors and syndicates.

(Continued on page XII)

COMICS PLANNED IN THE NEW TEMPO OF TODAY!

WAR ON CRIME Daily Strip

True stories of G-Men direct from the files of the Federal Bureau of Investigation. More than a strip... news!

BABE BUNTING Daily Strip

The lovely little girl of the comics, with the powerful appeal that only a lovable innocent child can produce.

WIGNETTES OF LIFE Sunday Page

The most attractive human-interest page on the market, superbly drawn and packed with clean-out, kindly humor.

CONNIE Daily Strip and Sunday Page

The most beautiful girl in comics, loved by men, adored by women and worshipped by children.

HAIRDREATH HARRY Daily Strip and Sunday Page

The best-known comic in the world, universally loved by children and grown-ups from New York to Shanghai.

SOMEBODY'S STENOG Daily Strip and Sunday Page

The triumphs, frustrations, honors and belly-laughs of that great American institution, the average business office.

SIX

Outstanding comic features, each acutely aware of the public pulse, each designed for your readers!

LEDGER SYNDICATE • PHILADELPHIA

Complete, accurate,  
 distinctive coverage  
 of the world's finest  
 source of thrilling, en-  
 couraging, constructive news

# SCIENCE NEWS & SERVICE FEATURE SERVICE

- **SCIENCE PAGE**—Eight columns of exclusive news and feature stories and illustrations. Stories ranging from 25-word news items to 1,000-word features—many by-lined by noted scientists. Pictures ranging from 1-column portraits to 5-column layouts matted with cutlines. Photoprints available. Mailed weekly for use in daily news columns, feature pages, week-end and Sunday editions.
- **NEWS REPORT**—Spot news of science in vital, colorful stories by skilled scientist-writers. Wired or mailed daily. Adaptable to low-toll delivery by Timed Wire Service. Science Service news stories lead in accuracy and reliability.
- **"WIRE STORIES BY MAIL"**—Succinct and colorful news reports for future release. Better than leased wire coverage. Superior staff and reporting corps plus cooperation from scientists make Science Service advance stories more complete, more readable and more economical than clipped and hurried wire reports.
- **SCIENCE TODAY**—A special daily article interpreting and backgrounding current news of science. Of constant length and suited for a regular spot on editorial or feature pages.
- **FEATURE SERIES**—Sequences of two to ten articles on scientific developments of great popular interest. Issued frequently. Recent popular series: *Our Aging Nation, Traffic Deaths, The Hush-Hush Plagues, Crime Detection, Causes of the Weather, The Growing Child.*
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- **MAP OF THE STARS**—A monthly astronomical article that enables the newspaper reader to understand and enjoy the beauties of the ever-changing skies. Matrix includes attractive star charts and 500-word article describing movements and histories of visible bodies. Excellent for Saturday or Sunday editions or for school, feature or picture pages.

And new and different

## MARCH OF SCIENCE

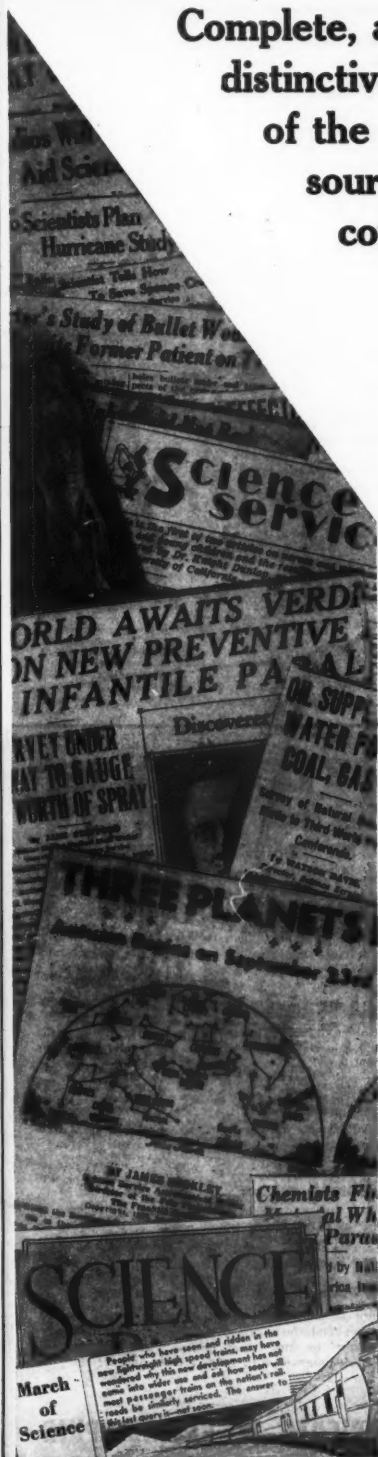
The Science Service pictorial record of news of science. Drawn by John I. Hudson. Daily mats for 3-column panel or 5-column strip. Authentic instructive entertainment for adult and youth.

# SCIENCE SERVICE

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SCIENCE SERVICE, the institution for the popularization of science, is a non-profit corporation with trustees nominated by the National Academy of Sciences, the National Research Council, the American Association for the Advancement of Science, the E. W. Scripps Estate and the journalistic profession.  
 —WATSON DAVIS, Director.



EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES

(Continued from page X)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes sections for Quilt Pattern Service, Today's Pattern Service, Unfiled Feature Pattern Service, PUZZLES, and Q.

Q

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes Quilt Pattern Service, Questions and Answers, Quizzes, and Quota.

R

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes Rabbi Israel Says, Radio, Radio News Service, Radio Programs, Radio Reporter, Radio's Favorites, Ready-Print, Review of the Week, Right Word, Right Word, Right Word, Rod and Gun, Will Rogers Said, Rogues' Gallery, Romantic Cartoons, Retravars Sections, The Round Table, The Roving Reporter, Royalty, British, Life Stories.

RELIGION

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes Bible, unfinished stories of (Serial), Church Forum, The Church Invites You, Creamed Comments on the Sunday School Lesson, Discussion Questions on the Sunday School Lesson, Ecumenical News from Alexandria, Ecumenical News from Athens, Ecumenical News from Belgrade, Ecumenical News from Bucharest, Ecumenical News from Constantinople, Ecumenical News from Sofia.

FEATURE

AUTHOR

SYNDICATE

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes Ellis Sunday School Lesson, The Religious Bookshelf, Religious Copy Service, Religious Question Box, Sunday School Lessons, Sunday School Lesson, Sunday School Lesson, Sunday School Lesson, Sunday School Lesson, Sunday School Lesson, The Weak in Religion, World Religious News.

S

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes Sally's Sallies, Soenic New York, Secrets of Living, Seiner Lesson, Seals' Stars, Seen on Fifth Avenue, Senator Sooper Says, Sente and Menseme, Sentence Sermons, Sentence Stimulants, Sermonograms, Service, Shadow Talks, Ship News Interviews, Ship News New York, Shriners of Britain's Glory, Sheets (Fillers), Sky Pictures and Stories, Society Doctor, Solve This Mystery, Songame, So They Say, South American Folklore, Spanish Hour, Spanish Hour, Special Assignments, Special Cables and Letters from London Bureau, Special Features Articles, Special Features (d), Spot News Coverage, Spot News New York, Standard Stock Statistics.

(Continued on page XIV)

FICTION

SHOPGIRLS TO MILLIONAIRES READ AND ENJOY

PHYLLIS MOORE GALLAGHER

whose stories of diplomatic circles and army and navy lives and loves reflect the people she so intimately knows.

VERA BROWN

daring aviatix and newspaperwoman, whose dramatic tales of skyway romance cause many a heart to flutter.

AGEE HAYS

brilliant young mystery writer, whose thrillers send chills and shudders down the hardest spine.

BARBARA WEBB

whose stories of love and human-interest have a powerful universal appeal.

PLUS

Four Feature Pages and One Fiction Page

each week on timely and talked-about subjects, headed by Alice Tildesley's famed Hollywood page, a weekly pot-pan on the latest cinema fads and follies. A fiction program with 100% reader appeal!

LEDGER SYNDICATE • PHILADELPHIA



## SIX REASONS Why MORE Publishers Are Voting For NEA Than Ever Before

<b>X</b>	<b>Successful Comics</b>
<p>The strongest and most widely published group of comics in the country. A syndicate comic is a success, if it appears in 200 papers; NEA comics appear in more than 700.</p>	

<b>X</b>	<b>The Quin Pictures</b>
<p>By far the outstanding pictorial feature of the last decade. Unequaled circulation appeal and exclusive to NEA clients as part of the service.</p>	

<b>X</b>	<b>Prominent By-Lines</b>
<p>Outstanding feature material by such nationally known writers as Frazier Hunt, Dr. A. R. Dafoe, John T. Flynn, Rodney Dutcher, Willis Thornton and Paul Harrison.</p>	

<b>X</b>	<b>Columns By Experts</b>
<p>Health by Dr. Morris Fishbein; Bridge by William T. McKenney; Woman's Page columns by Helen Welshimer and Olive Roberts Barton; New York by George Ross.</p>	

<b>X</b>	<b>Scintillating Sports</b>
<p>A sports page edited by Harry Grayson, to which various sports stars contribute. Bernie Bierman heads NEA's staff of football experts, composed of Sutherland, Wade, Biff Jones, Thornhill and McLaughry.</p>	

<b>X</b>	<b>More For The Dollar</b>
<p>A complete service, with exceptional fiction, a complete woman's page, fast news picture service, editorials, puzzles and novel stunts—all combine to give the publisher the greatest value for his dollar.</p>	

The best proof of these statements is the large number of new clients during the last 18 months—the net increase, despite the exclusive territorial basis on which NEA is sold, being 57.

*NEA Service, Inc., 1200 West Third St., Cleveland, Ohio*



# Maximum Reader Appeal Minimum Cost

## FASHIONS by Gloria Braggiotti

**Frocks for After Six P. M.  
Are Designed to Enchant**

By GLORIA BRAGGIOTTI



**N**EW rhythms! And new costumes! Keeping step to new tempos! That's the way the season opens. Staccato notes and you step to the swing tunes! Soft cascades of harmonies and you float about to dreamy waltz time.

Are you a Swing girl? Or is the waltz with its grace and charm your type? If it's the latter, you are very lucky for there never was a more flattering dance nor one that brings out more natural loveliness. The movements are graceful. The music full of enchantment. And the costumes usually associated with this rhythm, frilly and feminine going to all lengths to clothe you with beauty.

**Frank Fritts**

Soft colors somehow go with the waltz, though the modern version leans to bright but not strident tones. Chiffon is the fabric of the dance because of its filmy quality, but so is satin, stiff and quaint and so very much a lady, and so are laces and velvets. All the more dignified materials, those with rich, magnificent textures belong to the period when women were out-and-out flirts and did everything they could to be feminine and frilly.

Patou designed for just such a picture a gown all pleats in a fascinating drap of wine shade. The pleats, released from the hips down, make a delightful swirl effect.

**Ten Yards!**

Vionnet's ten-yard skirt with folds and folds was just made for the waltz. The fate of this beautiful black velvet dream hangs by a necklace for it is a halter in itself.

The Empire gown with the high bodice is another waltz dress. Marcelle Rochas designed one that we will see much of this fall. It, too, is of black velvet and has the new jewel motif on the high bodice and straps in turquoise beads that make such an effective contrast against the black. There is a jacket to this dress which turns its formality into something that will do perfectly for dinner whenever desired. The jaunty jacket has a full swing to the back that tapers and pinches in at the waist.



## BROADWAY by Leonard Lyons

### LYONS DEN

Concerning Ping-Pong Balls, Medals and a Romanoff Cat

By LEONARD LYONS

**H**ARRY RICHMAN will start disposing of those famed ping-pong balls as soon as he arrives in New York. The first thousand will be autographed and presented to his brother, Lou, for distribution at his Dizzy Klub...Richman, incidentally, will work on a percentage basis when he opens at the Hollywood...Time reports that he paid Merrill \$25,000. Dick didn't receive a dime...And Time also reports that Rudy Vallee was floored by Georgie White in their fight last winter. Vallee only sustained a bloody nose...Charlie MacArthur doesn't permit Helen Hayes to share any of their household expenses. He pays all the bills himself...General Motors is dicker for a new invention—an auto-speedometer which records "average speed"...Prince Mike Romanoff has a new pet. It's a black cat, and Mike has named it "Harry Gerguson"—which is alleged to be Romanoff's real name.

**K**ATHARINE VAN HORN, the youngster who was awarded a medal recently for performing the bravest act of the year—saving two boys from an oncoming train—has received only one complaint. The complaint is from one of the lads she saved, who insists Katharine doesn't deserve a medal...The new Paradise Revue merits the critics' raves. It's the finest in its history, and the girls are Broadway's prettiest...Groucho Marx denies the report that after he reached home with his son, who had lost a tennis match upon which Groucho had wagered heavily, Groucho started to kick him. The comic now says it didn't happen at home—but half-way home. Bugs Baer, invited to play a benefit at Sing Sing, arrived there late, rapped on the gate and shouted: "Anybody home?"

**Knox, Knox**

**A**T THE Versailles premiere, Henry Dunn, of the jeweler who was solicited for insurance, said that he possessed every kind of insurance, was finally sold a Hurricane Policy, and then asked, "How do you start hurricane?" After he related this hoary yarn, Mrs. Dunn rushed in excitedly and revealed that their Greenwich Village apartment had just been robbed. The DUNNs carry every form of insurance—except against robbery...The "Siegfried" costume which Lauritz Melchior will wear at the Metropolitan Opera this winter is one he shot personally. It'll be made from the deer he bagged in Maine this week...Lou Holtz spent \$115 in phoning New Year's greetings from London to his mother in New York. \$100 worth of that time was spent reviving Mrs. Holtz—who swooned when she heard her son speak.

## "CROSSTOWN" by Roland Coe



"Wanta take a chance on a raffle, Mister?"



"Somebody say something—argue with me—or I'll go nuts!"

Wire or Write TODAY for Complete Details and Prices of these and other features

# NEW YORK POST SYNDICATE

75 West Street, New York, N. Y.

# EXPERIENCED FEATURES



## MISCELLANEOUS

**BEAUTY**  
by Antoinette Donnelly

**PERSONAL CHATS**  
by Doris Blake

**FASHIONS**  
by Bettina Bedwell

**THE CORRECT THING**  
by Elinor Ames

**MOVIE REVIEWS**  
by Mae Tinee

**HOLLYWOOD**  
by Sidney Skolsky

**GRAPHOLOGY**  
by Shirley Spencer

**MEN'S FASHIONS**  
by Al Taylor

**NEW YORK COLUMN**  
by John Chapman

**TINTYPES**  
by Sidney Skolsky

**ROD & GUN**  
by Fred Fletcher

**CLOTHLE PATTERNS**

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**WASHINGTON COLUMN**

**SPECIAL BIOGRAPHIES**

**BRIDGE**  
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**PARENT-CHILD**  
by Gladys Bevans

**COOKERY**  
Articles

**HOLLYWOOD LETTER**  
by G. & R. Shaffer

**NEW YORK FILMS**  
by Kate Cameron

**PARIS LETTERS**  
by Bettina Bedwell

**HEALTH COLUMN**  
by Dr. Cutter

**HOROSCOPE**  
by Wynn

**BROADWAY**  
by Ed Sullivan

**NEW YORK THEATRES**  
by Burns Mantle

**BOB BECKER**  
On Dogs

**QUILT PATTERNS**

**INTERIOR DECORATING**

**BEAUTY SHOPPING COLUMN**

**BOOK REVIEWS**

**SCIENCE ARTICLES**

**SENTENCE SERMONS**

## COMICS

DAILY, SUNDAY



THE GUMPS



ORPHAN ANNIE



MOON MULLINS



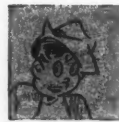
DICK TRACY



WINNIE WINKLE



GASOLINE ALLEY



HAROLD TEEN



SMITTY



SMILIN' JACK



TERRY & THE PIRATES

Weekly, Color, B & W

SMOKEY STOVER

SPOOKY

LITTLE JOE

SWEENEY & SON

THEM DAYS IS GONE FOREVER

JINGLES

DOPEY DILDOCK

STREAKY

TINY TIM

DILL & DAFFY

MAW GREEN

HERBY

KITTY HIGGINS

LOOIE

CORKY

JOSE

Daily Only: BROADWAY (Strip)



## A FRANK STATEMENT OF FACTS

This syndicate's comics and other features are built for active service in two newspapers—our own. There isn't a tyro, an imitation, a flash-in-the-pan, a has-been or unemployed feature in our list. Not until a feature undergoes a long period of testing does it get a regular job in either the Chicago Tribune or New York News. And from that point on, it is under the strictest editorial supervision.

Since these features are the mainstays of the Chicago Tribune circulation (daily, 800,000; Sunday, 1,000,000) and that of the New York News (daily, 1,600,000; Sunday, 2,800,000), they are picked by other leading newspapers to whom a feature's origin, experience and success are strong recommendations.

Look over the current offerings here — then write or wire for proofs, prices or other information.

### CARTOONS

JOHN McCUTCHEON  
CAREY ORR  
BILL HOLMAN  
C. D. BATCHELOR  
PARRISH  
Ching Chow

### HUMOR

"LINE-O'-TYPE OR TWO"  
Page of Humorous Drawings  
by W. E. Hill

### NEWS

Wire Service  
Weekly Cable Page

### MAGAZINE PAGES

#### Chicago Tribune GRAPHIC WEEKLY

Live subject matter and a modern point of view combine with striking art to make these Sunday pages strong circulation builders. The management of the Chicago Tribune asserts that these Graphic Pages are responsible for 300,000 Sunday circulation. Available in color and black and white—in one or two page units, or complete section. Samples on request.

JUSTICE SERIES  
Real Detective Stories

### SPORTS

ARCH WARD      JACK MILEY  
JIMMY POWERS  
EDWARD BURNS  
IRVING VAUGHN  
BOB BECKER'S "WOODS & WATERS"  
WILFRED SMITH  
Weekly Sports Page

## FICTION

The Chicago Tribune-New York News Syndicate buys the best fiction in open competition with magazines. Never-before-published Blue Ribbon serials and short stories get and hold circulation for hundreds of newspapers. Book these big names!

### Daily Serials

THE BLACK AUTOMATIC  
by William Byron Mowery

Adventure story of northern Canada.

THE MAN ON THE BLUE  
by Luke Short

Exciting western . . . fine love story.

THEY PAID THE PRICE  
by Alice Campbell

First-rate murder mystery . . . appealing love story.

Also—"I Devise and Bequeath" by Louis Bargett and Fielding James—"The Trap" by Elizabeth Jordan—and "Truth to Tell" by Alice Grant Rosman.

### Sunday Serials

TRUE LOVERS' KNOT  
by Rupert Hughes

Sheer delight . . . early 19th century America . . . lots of humor.

THE TREE OF DEATH  
by Frederick R. Becholdt

Dramatic western . . . with a real wallop.

SALLY KENT'S BROTHERS  
by Margaret Weymouth Jackson

Small town family . . . swell mystery angle . . . charming love story.

Also—"The Fortune of Bridget Malone" by Mrs. Belloc Lowndes and "Majesty's Rancho" by Zane Grey.

### BLUE RIBBON

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Also—SHORT SHORT STORIES

# CHICAGO TRIBUNE-NEW YORK NEWS SYNDICATE, INC.

ARTHUR W. CRAWFORD  
General Manager

News Building      220 East 42nd Street      New York      MUrray Hill 2-1234

**EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES**

(Continued from page XIV)

FEATURE	AUTHOR	SYNDICATE
<b>Serials</b>		
Robert Terry Shannon.....	King Features Syndicate, Inc.	
McDonald Feaster.....	King Features Syndicate, Inc.	
Margaret Widdome.....	King Features Syndicate, Inc.	
George Gibbs.....	King Features Syndicate, Inc.	
Hazel Livingston.....	King Features Syndicate, Inc.	
Charles Northrup.....	King Features Syndicate, Inc.	
Norman Hall.....	King Features Syndicate, Inc.	
Don Siers.....	King Features Syndicate, Inc.	
Van Wycle Mason.....	King Features Syndicate, Inc.	
Ursula Parrott.....	King Features Syndicate, Inc.	
F. W. W. Mason.....	King Features Syndicate, Inc.	
Katherine Caron.....	Arthur J. Lafave	
Louie A. Cunningham.....	Arthur J. Lafave	
Louise Holmes.....	Arthur J. Lafave	
R. H. Davis.....	Arthur J. Lafave	
Florida Howe Brown.....	Arthur J. Lafave	
Joseph Lewis Chadwick.....	Arthur J. Lafave	
John Caplow.....	Arthur J. Lafave	
R. G. Montgomery.....	Arthur J. Lafave	
Peter Sines.....	Arthur J. Lafave	
Mitchell Daugherty.....	Arthur J. Lafave	
Ruth Elaine Wilson.....	Arthur J. Lafave	
Verde Jones.....	Arthur J. Lafave	
Eugene F. Griffin.....	Arthur J. Lafave	
Wallace K. Norman.....	Arthur J. Lafave	
Mary W. Brooks.....	Arthur J. Lafave	
Don Allen.....	Arthur J. Lafave	
Samuel White.....	Arthur J. Lafave	
Ira Millard.....	Arthur J. Lafave	
Michael Tremi.....	Arthur J. Lafave	
Ahlene Fitch.....	Arthur J. Lafave	
Ida T. Lemost.....	Arthur J. Lafave	
Ira C. Briggs.....	Arthur J. Lafave	
Marion Rupp.....	Arthur J. Lafave	
Frances A. Ludwig.....	Arthur J. Lafave	
Emily Corbitt.....	Arthur J. Lafave	
Will Dalton.....	Arthur J. Lafave	
Patricia McGregor.....	Arthur J. Lafave	
Marion Sandburn.....	Arthur J. Lafave	
Ethel Willis Hewitt.....	Arthur J. Lafave	
<b>Adventure and Mystery Stories (30-36 Incls.)</b>		
E. Phillips Oppenheim.....	Ledger Syndicate	
Sax Rohmer.....	Ledger Syndicate	
S. S. Van Dine.....	Ledger Syndicate	
Reaul King.....	Ledger Syndicate	
Rex Beach.....	Ledger Syndicate	
Phyllis Moore Gallagher.....	Ledger Syndicate	
Vera Brown.....	Ledger Syndicate	
Agce Hays.....	Ledger Syndicate	
Barbara Webb.....	Ledger Syndicate	
Richard Hill Williamson.....	Ledger Syndicate	
Brad Angier.....	Ledger Syndicate	
<b>Serial Fiction (d) (1800)</b>		
Arthur Hardy.....	McClure Newspaper Syndicate	
William J. Makin.....	Miller Services, Ltd.	
Val Gielgud.....	Miller Services, Ltd.	
L. A. G. Strong.....	Miller Services, Ltd.	
Capt. Frank Shaw.....	Miller Services, Ltd.	
T. C. Bridges.....	Miller Services, Ltd.	
Harry Edmonds.....	Miller Services, Ltd.	
Angus McVicar.....	Miller Services, Ltd.	
Leslie Cargill.....	Miller Services, Ltd.	
Stuart Martin.....	Miller Services, Ltd.	
Sydney Horler.....	Miller Services, Ltd.	
Norman Fenley.....	Miller Services, Ltd.	
Phyllis Hambleton.....	Miller Services, Ltd.	
George A. Birmingham.....	Miller Services, Ltd.	
Holloway Horn.....	Miller Services, Ltd.	
J. R. Willmot.....	Miller Services, Ltd.	
Jane England.....	Miller Services, Ltd.	
Berta Rack.....	Miller Services, Ltd.	
Eardley Baswick.....	Miller Services, Ltd.	
Bentley Ridge.....	Miller Services, Ltd.	
Leslie Bessford.....	Miller Services, Ltd.	
Pearl Belairs.....	Miller Services, Ltd.	
Ahoy West.....	Miller Services, Ltd.	
C. T. Feinsome.....	Miller Services, Ltd.	
Graham Yorke.....	Miller Services, Ltd.	
Margaret Watson.....	Miller Services, Ltd.	
L. C. Doughtwal.....	Miller Services, Ltd.	
Frank Sullivan.....	Miller Services, Ltd.	
Nellie L. McClung.....	Miller Services, Ltd.	
<b>World Feature Service Serials (d) (1).</b>		
Sin of Innocence (d) (60) (1000)	Various	National Newspaper Service
Serial Fiction Story (m)	Various	North American Newspaper Alliance
<b>Serial Stories (d-w) (C)</b>		
Serials (d-w)	Various	Rapid Grip and Batten, Ltd.
British Serial Fiction (gewds)	Various	Service for Authors, Inc.
Ledger Serials (d)	Various	Star Newspaper Service
Serial Fiction (Canadian rights)	Various	Star Newspaper Service
Serials (d) (1000)	Various	United Feature Syndicate
The Boys of Wyncastille (d) (1000)	Dan Chadwick	United Feature Syndicate
<b>Serial Novels (ill)</b>		
H. de Vere Stoopool.....	Watkins Syndicate, Inc.	
Geo. Newborough.....	Watkins Syndicate, Inc.	
Geo. Gibbs.....	Watkins Syndicate, Inc.	
Sheila MacDonald.....	Watkins Syndicate, Inc.	
Mary Kathryn Hanson.....	Watkins Syndicate, Inc.	
Ann Paul.....	Watkins Syndicate, Inc.	
Molly Thynne.....	Watkins Syndicate, Inc.	
Marion Roberts.....	Watkins Syndicate, Inc.	
Hilda Willett.....	Watkins Syndicate, Inc.	
John Cressy.....	Watkins Syndicate, Inc.	
Bruce Graeme.....	Watkins Syndicate, Inc.	
Elaine Hamilton.....	Watkins Syndicate, Inc.	
Henry Holt.....	Watkins Syndicate, Inc.	
Gilbert Collins.....	Watkins Syndicate, Inc.	
Jack McLaren.....	Watkins Syndicate, Inc.	
D. H. Landale.....	Watkins Syndicate, Inc.	
Kathryn Rhoads.....	Watkins Syndicate, Inc.	
Douglas Newton.....	Watkins Syndicate, Inc.	
Edmund Snell.....	Watkins Syndicate, Inc.	
Daily Short Story (d) (1800)	Paul McGuire	Watkins Syndicate, Inc.
Creek Short Stories (w) (900-1000)	Various	United Feature Syndicate
Modern Greek Short Stories (w) (100-1000)	Famous Authors	Pan-Hellenic American Foreign Press Syndicate

FEATURE	AUTHOR	SYNDICATE
<b>Rumanian Short Stories (w) (500-1000)</b>	Famous Authors	Pan-Hellenic American Foreign Press Syndicate
<b>Short Fiction (d) (1)</b>		Western Newspaper Union
<b>Short Story (d) (900)</b>		Publishers Syndicate
<b>Short Story Page (w)</b>	Jack Laiz, Paul Fredin	International Feature Service
<b>Short Story Page (w)</b>	Charles J. Coll, Ethel Hays, Walt Scott, Harry Grissinger, Henry Schlenker, Virginia Krausmann	NEA Service, Inc.
<b>Short Story Page (w)</b>	Jack Laiz	King Features Syndicate, Inc.
<b>Short Story Page</b>		World Color Printing Co.
<b>Short Shorts (d) (1000)</b>		McClure Newspaper Syndicate
<b>Short, Short Stories (d-w)</b>		Star Newspaper Service
<b>Short, Short Stories (d-w)</b>		Chicago Tribune-New York News Syndicate, Inc.
<b>Short Stories (w) (3000)</b>	Various	Service for Authors, Inc.
<b>Short Stories (d) (C) (1000)</b>	Various	McClure Newspaper Syndicate
<b>Short Stories (w) (900-1000)</b>	Various	Rapid Grip and Batten, Ltd.
<b>Short Stories</b>	Various	Consolidated Information Service
<b>Short Stories of Love and Adventure (w) (90)</b>	Various	Service for Authors, Inc.
	Various	Miller Services, Ltd.

**STAMPS**

<b>Stamps in the News (ill) (AM) (w) (300)</b>		Associated Press Feature Service
<b>Stamp Column (w)</b>		Dominion News Bureau, Ltd.
<b>Stamp Corner (w) (mat)</b>	Isa. Montague	Star Newspaper Service
<b>Stamp Corner (d) (mat)</b>	Isa. Montague	Star Newspaper Service
<b>Stamp Lore (a-d) (300)</b>	A. J. Chulick	Thomason Feature Service
<b>Stamp News and Information (bi-w) (600)</b>	R. A. Barry	New York Herald Tribune Syndicate
<b>Stamp News and Information (2-w) (C)</b>	R. A. Barry	Miller Services, Ltd.
<b>Stories in Stamps (d) (1)</b>	L. S. Klein	NEA Service, Inc.
<b>Stories in Stamps (d)</b>	L. S. Klein	Dominion News Bureau, Ltd.
<b>The World of Stamps (PM) (ill) (w) (600)</b>	Quinton James	Associated Press Feature Service

**T**

<b>Tales of Long Ago (w) (1800 ill)</b>	The Bard of Killioo	Fine Arts Syndicate
<b>Tales of Real Dogs (w) (1000)</b>	Albert Payson Terhune	McNaught Syndicate, Inc.
<b>Tales of Real Dogs (w) (1200)</b>	Albert Payson Terhune	Miller Services, Ltd.
<b>Talks to Parents (PM) (d) (300)</b>	Brooke Peters Church	Associated Press Feature Service
<b>Theatrical News (w) (500-1000)</b>	Staff	Pan-Hellenic American Foreign Press Syndicate
<b>Theatrical Letter (d) (1)</b>	E. W. Nassauer	Intercity News Service
<b>Theatrical News and Features (d)</b>	Various	Star Newspaper Service
<b>They Call It Politics (d a wk) (700)</b>	Carter Field	Bell Syndicate, Inc.
<b>Things as They Are</b>	Samuel Lowther	Miller Services, Ltd.
<b>Things Worth Knowing (d a w)</b>	Various	Keynote Feature Service
<b>This Curious World (d) (2)</b>	Various	NEA Service, Inc.
<b>This Day (d) (1)</b>	Dr. G. W. Douglas	Ledger Syndicate
<b>This Day in History</b>	W. J. Banks	King Features Syndicate, Inc.
<b>This Day Recalls (d) (150)</b>	W. J. Banks	Rapid Grip and Batten, Ltd.
<b>This Dog's Life (w) (verse &amp; col. ill)</b>	David Newell	Bell Syndicate, Inc.

(Continued on page XX)

# UNCLE JOHN'S STORIES

**To Tom and Fred and Mary Lou  
And All Their Aunts and Uncles Too**

*A Novel Daily Feature From*


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**Instructive**

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<b>Bloss Ribbons Short Stories (w)</b>		Chicago Tribune-New York News Syndicate, Inc.
<b>Daily Short Stories (d) (1000)</b>		Miller Services, Ltd.
<b>Daily First Run Illustrated Short Stories (d) (1000)</b>	Various	United Feature Syndicate
<b>Daily Short Story (d) (1800)</b>	Various	Associated Newspapers
<b>Creek Short Stories (w) (900-1000)</b>	Famous Authors	Pan-Hellenic American Foreign Press Syndicate
<b>Modern Greek Short Stories (w) (100-1000)</b>	Famous Authors	Pan-Hellenic American Foreign Press Syndicate

# FOUND

## A Billion-Dollar Market In the Heart of Rural America

HUNDREDS of rural newspapers—each the nerve-center of a thriving community—each dealing intimately with the achievements and interests of solid, substantial people—now carry our four-colored comic supplement weekly. And so for the first time, advertisers can combine action, color, continuity and carefully-planned coverage in their cultivation of one of America's richest markets.

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Our newspapers participate equally with us in all advertising revenue. They share the cost of production. Their names appear on the masthead of each copy they distribute. Advertisers can now reach their readers in a *single package* by the choice of any one state or group of states—or by the use of our entire list.

***Let us tell you the real story of this unique approach to Rural America. It's a real contribution to more effective advertising.***

**SYNDICATED FEATURES CORPORATION**  
341 Madison Avenue New York City

EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES

(Continued from page XVIII)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'This Marriage Business (w) (1900)', 'Thoughts (quotations from classics)', 'Travel News—Specialized Coverage', etc.

U

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Uncle Charley Says (w) (4-4-7)', 'Uncle Ray's Gossip', 'Uncle Sam's Workshops', etc.

V

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Verse (4) (1/4-1/4 col.)', 'Verse (4) (1/2-1/2 col.)', 'Verse (4) (1/2-1/2 col.)', etc.

W

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Wanderlust (4)', 'Washington at a Glance (4)', 'A Washington Bystander (AM) (4)', etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Why Grow Old (4) (200 Ill.)', 'Why Grow Old (w) (700 Ill.)', 'Why We Say It (4) (1)', etc.

Y

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'You and Yours (4) (500)', 'You Must Obey (w) (1000)', 'Young People's Page (w) (8)', etc.

NEWSPAPER ART

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Abe Martin (1)', 'Ace Drummond (w) (tab.) (p)', 'Ace Drummond (w) (fp and tab) (C)', etc.

B

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like 'Babe Bunting (4) (10-4)', 'Baby Miss (4) (1)', 'Ballads of Classicists (4) (1)', etc.

(Continued on page XXII)

# "—has more human appeal than any other feature I have ever seen"

\* says Larry Lawrence, Editor of the Milwaukee Journal Green Sheet. Recently Mr. Lawrence conducted a "What and Why" contest in which features his readers preferred. "Case Records" rated second highest, winning 24% of all votes.

### Partial list of newspapers which carry this popular feature:

Boston Globe  
 Atlantic City Press-Union  
 Pittsburgh Press  
 Akron Times-Press  
 Dover, O., Reporter  
 Columbus, O., Citizen  
 Urbana, O., Citizen  
 Toledo Blade  
 Muncie, Ind., Evening Press  
 Evansville Press  
 Cincinnati Post

Detroit Free Press  
 Jacksonville, Fla., Journal  
 Sarasota, Fla., Tribune  
 Macon, Ga., Telegraph News  
 Lynchburg, Va., News & Advance  
 Ogden, Utah, Standard-Examiner  
 Milwaukee Journal  
 Raleigh, N. C., Times  
 Eugene, Ore., Morning News  
 Knoxville News Sentinel  
 Minneapolis Star

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### Pictur-Grams by Eisenzoph



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For complete information about these features address

**The Hopkins Syndicate, Inc.**  
520 North Michigan Ave. - - Chicago

## Case Records Of a Psychologist

By DR. GEORGE W. CRANE of Northwestern University

Is every wife entitled to a baby if she wants one? And is every husband entitled to an heir if he wishes one? How do you feel about this important question? And how about adopted children?

**CASE A-179** Sally J., aged 25, is an affectionate, home loving girl who has been married for five years. She wants children, but in spite of medical aid she and her husband seem doomed to have no more of their own. Sally wants to adopt an infant, therefore, but her husband objects. "He may be a child's father," she told me, "because he doesn't know what their mother might be. He's afraid we might get a born criminal, or one which wasn't normal mentally. I've found a three-month-old baby boy who is just adorable, and I want him. Do you think it would be all right? And don't you think I have a right to one baby, anyway, even if I have to adopt it?"



Today's case is another perplexing problem. Personally I feel that most married couples who are happy together, will be much more so if they have a child, even tho it be an adopted youngster. Moreover, a child is excellent marriage insurance. It furthers an end between husband and wife, and keeps them both more mentally and not youthful. It stimulates them Sunday school problems. It is a Scout or Girl Scout organization and creates other problems. It is a dilemma that prevent perplexing wife from becoming selfish introvert.

**Hereditarily Versus Environment**  
Children are not born criminals. They are made criminals by the wrong teaching or lack of proper teaching.

Dr. Crane will give personal attention to questions about psychological problems. Write him, in care of this newspaper, enclosing a three-cent, stamped addressed envelope for reply. (Copyright, 1936, by the Science

**RATIO OF LETTERS RECEIVED**

- 40% from people who write of problems concerning love, marriage and divorce.
- 40% from parents and teachers concerning child problems.
- 20% concerning worries, mental ailments, fears, obsessions and business problems.

The Akron Times-Press Daily and Sunday

August 4, 1936.

Dear Mr. Hopkins:

I had been looking for a scientific feature dealing with human relations for a long time when Dr. Crane's "Case Records of a Psychologist" came to my desk.

Because of Dr. Crane's high professional standing and the soundness of the releases shown as I accepted it on the spot. It is a pleasure to report that it more than measures up to expectations.

The public response has been excellent. It reaches the best classes of readers and they approve it; it fills a need in the newspaper field that no other has touched.

Yours sincerely,

Edward Hopkins, Pres.,  
Chicago, Illinois.

EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists various feature types like 'Benny', 'Big Sister', 'Brick Bradford', 'Cartoons', etc., with their respective authors and syndicates.

EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES

FEATURE	AUTHOR	SYNDICATE
Frank Parents (d) (1)	Harvey Peake	Carlie Crutcher
Freckles (hp)	Merrill Blosser	NEA Service, Inc.
Freckles and His Friends (w) (hp, tab.)	Merrill Blosser	Dominion News Bureau, Ltd.
Freckles and His Friends (d) (6)	Merrill Blosser	Dominion News Bureau, Ltd.
Free Air (w) (1)	Ernie Bushmiller	Kettner and Associates
Frital Ritz with Phil Fuzible (w) (hp, hp or tab.)	Ernie Bushmiller	United Feature Syndicate
Frital Ritz (page and strip) (C)	Sax Rohmer	Star Newspaper Service
Fun Manches (d) (6)	A. W. Nugent	Bell Syndicate, Inc.
Funland Page (w) (7-8, fp, tab, hp)	A. W. Nugent	Associated Newspapers
Funland Page (w) (fp, hp, tab.)	A. W. Nugent	Dominion News Bureau, Ltd.
Funny Fables (d) (3)	Jay Irving	King Features Syndicate, Inc.
Funny Signs (d) (1)	Ray Barnes	Ray Barnes
Funny Oddities (w) (2)	Christi-Payne	C-F Syndicate
Fu Manchu (d) (4)	Sax Rohmer	Dominion News Bureau, Ltd.
Funny Things in the News (d) (4)	R. Stanley Mats	Unique Feature Service
<b>G</b>		
Gaby (page and strip) (C)	Jefferson Machamer	Star Newspaper Service
Gags and Gals (w) (tab, p)	George Clarke, Lou Hanlon	King Features Syndicate, Inc.
G-Man (d) (8)	George Clarke, Lou Hanlon	King Features Syndicate, Inc.
G-Man (w) (tab, C)	George Clarke, Lou Hanlon	King Features Syndicate, Inc.
Gals and Gags (page) (C)	E. B. Sullivan	Rapid Grip and Batten, Ltd.
Gargoyles and Gadget (d) (6 and 8)	E. B. Sullivan	Star Newspaper Service
Gasoline Alley (d-w)	Frank King	Chicago Tribune-New York News Syndicate, Inc.
The Gay Thrifties (d) (3)	Hank Barrow	Associated Press Feature Service
Ginger (d) (6)	Gene McNeerney, Jr.	Walking Syndicate, Inc.
Girl Melons (d) (2) (C; cartoon)	Melvin Bell	United Feature Syndicate
Girlgangs (d) (1, 2)	Clarence Gettler	Dominion News Bureau, Ltd.
Girlgangs (d) (1-2)	C. R. Gettler	Bell Syndicate, Inc.
Goodies (d) (2)	Geo. Harbo	Walking Syndicate, Inc.
Great Lines of Literature (d)	Ino. Harbo & Grey	Arthur J. Lafave
Greek Sketches (w)	Grantland Rice	Associated Newspapers
Grim and Bear It (page) (C)	Stanley Miller	Star Newspaper Service
Grim and Bear It (w) (hp, hp or tab.)	Lichty	United Feature Syndicate
Gris and Bens It (d) (w) (C) 2 col.	Stanley Miller	Star Newspaper Service
The Gumps (d-w)	Gus Edson	Chicago Tribune-New York News Syndicate, Inc.
<b>H</b>		
Hairbreadth Harry (S) (hp colors)	F. O. Alexander	Ledger Syndicate
Hairbreadth Harry (S) (hp colors)	F. O. Alexander	Star Newspaper Service
Hairbreadth Harry (d) (8-6)	F. O. Alexander	Ledger Syndicate
Hall of Fame of the Air (w)	Cap. E. Rickenbacker	King Features Syndicate, Inc.
Hambone's Meditations (d) (1)	Alley	Dominion News Bureau, Ltd.
Hambone's Meditations (d) (1)	Alley	Bell Syndicate, Inc.
Hambo's (w) (2-3)	Alley	International Syndicate
Happy Kitchon Hints (w) (3)	Suzanne Wright	Southern Newspaper Syndicate
Harold Teen (d-w)	Carl Ed.	Chicago Tribune-New York News Syndicate, Inc.
Ham and Amy (6)	Frank H. Beck	Miller Services, Ltd.
Ham and Amy (w) (hp)	Frank H. Beck	McClure Newspaper Syndicate
Ham and Amy (d) (8)	Frank H. Beck	McClure Newspaper Syndicate
Ham and Amy (d) (8)	Frank H. Beck	McClure Newspaper Syndicate
Henry (p comb.)	Frank H. Beck	McClure Newspaper Syndicate
Henry (d) (6-4)	Carl Anderson	King Features Syndicate, Inc.
Henry (w) (tab, p)	Carl Anderson	King Features Syndicate, Inc.
Henry (w) (hp)	Carl Anderson	King Features Syndicate, Inc.
Henry (page and strip) (C)	Carl Anderson	Star Newspaper Service
How to Flow (d) (2)	Suzanne Wright	Feature Sales Syndicate
Herky (w) (hp)	Clyde Lewis	NEA Service, Inc.
Heroes of American History (w) (hp)	Clyde Lewis	King Features Syndicate, Inc.
Highlights of History (d) (6-3)	J. Carroll Mansfield	Dominion News Bureau, Ltd.
Highlights of History (w) (fp, hp, tab.)	J. Carroll Mansfield	Dominion News Bureau, Ltd.
Highlights of History (d) (3-6)	J. Carroll Mansfield	Dominion News Bureau, Ltd.
High Lights of Industry (w) (3)	J. Carroll Mansfield	Bell Syndicate, Inc.
High Pressure Pete (w) (3)	Arthur E. Jamison	Trilon Syndicate, Inc.
High Pressure Pete (d)	Arthur E. Jamison	Star Newspaper Service
High Pressure Pete (d)	George Swan	Central Press Association
High Pressure Pete (w)	George Swan	Central Press Association
Home Sweet Home (w) (tab, p)	Jack Callahan	McClure Newspaper Syndicate
How it Began (page) (C)	Paul Berdanier	Associated Press Feature Service
How it Began with Twice Told Tales (w) (fp, hp or tab.)	Paul Berdanier	King Features Syndicate, Inc.
Humor Parade (w) (hp)	Paul Berdanier	King Features Syndicate, Inc.
<b>I</b>		
Illustrated Bible Strip (w)	Alfred E. Buecher, Rev.	United Feature Syndicate
Illustrated Bible Strip (w)	Alfred E. Buecher, Rev.	Consolidated News Features, Inc.
Illustrated Features	Alvin E. Bell	Central Press Association
I Make the Oil Fields (w) (2)	Joseph A. Kornfeld	Service for Authors, Inc.
The Indian Scouts of America Magazine Supplement (m) (App)	Joseph A. Kornfeld	Oil Features Syndicate
Inspector Day (d) (6)	Lester Lear	Associated Mid-West Newspaper Syndicate
Inspector Wade (strip) (C)	Edgar Wallace	Bell Syndicate, Inc.
Inspector Wade (d) (5-6)	Edgar Wallace	Star Newspaper Service
It's Papa Who Pays (w)	Jimmy Murphy	King Features Syndicate, Inc.
<b>J</b>		
Jabby (d) (1)	Harold I. Carlisle	Register and Tribune Syndicate
Jim McGee	Earl Moore	United Feature Syndicate
Jinglas (d) (3)	Earn Shaw	Miller Services, Ltd.
Joe Gish (w) (1)	Earn Shaw	Miller Services, Ltd.
Joe Hain	Liamma	United Feature Syndicate
Joe Hain Feasting with Divot Diggers (w) (fp, hp or tab.)	Liamma	United Feature Syndicate
Joe Hain (d) (6-6)	Liamma	United Feature Syndicate
Joe Jinks (page and strip) (C)	Liamma	Star Newspaper Service
Joe Palooka (d) (7, 8, tab.)	Ham Fisher	Miller Services, Ltd.
Joe Palooka (d) (6)	Ham Fisher	McNaught Syndicate, Inc.
Joe Palm Fisher (w) (fp, hp, tab.)	Ham Fisher	McNaught Syndicate, Inc.
Joie (w)	Carl Ed.	Chicago Tribune-New York News Syndicate, Inc.
Jumbled Jinglas (d) (1)	Barney Yanofsky	Feature Sales Syndicate
Junior Hall of Fame (d-w) (5-6)	Kenneth Cromwell	Junior Feature
Junjo Jim (w)	Alex Drummond	King Features Syndicate, Inc.
Just Kids (d) (1)	Chin Hall	King Features Syndicate, Inc.
Just Kids Readers (w) (fp)	Dudley T. Fisher, Jr.	United Feature Syndicate
Just Kids (d) (6) (C)	Ad Carter	Rapid Grip and Batten, Ltd.
Just Kids (d) (6) (C)	Ad Carter	Rapid Grip and Batten, Ltd.
Just Kids (w) (fp, tab.) (C)	Ad Carter	Rapid Grip and Batten, Ltd.
Just Kids (w) (tab, p)	Ad Carter	King Features Syndicate, Inc.
Just Kids (w) (fp)	Ad Carter	King Features Syndicate, Inc.

FEATURE	AUTHOR	SYNDICATE
Katsenjammar Kids (w) (fp, tab.)	Knerr	Rapid Grip and Batten, Ltd.
Keweenaw (w) (tab.) (C)	Rose O'Neill	King Features Syndicate, Inc.
Katsenjammar Kids (w) (fp)	H. H. Knerr	King Features Syndicate, Inc.
Keeping Up With the Joneses (d 6-6)	Pop Momand	Associated Newspapers
Keeping Up With the Joneses (w) (fp, 7-8)	Pop Momand	Dominion News Bureau, Ltd.
Keeping Up With the Joneses (d) (6-6)	Pop Momand	Dominion News Bureau, Ltd.
Kelly Kids (w) (7, 8, p, hp)	Pop Momand	Dominion News Bureau, Ltd.
Keweenaw (w) (tab.) (C)	Rose O'Neill	Miller Services, Ltd.
The Kowpries (w) (tab, p)	Rose O'Neill	Rapid Grip and Batten, Ltd.
Kerky (w) (hp, tab.)	Clyde Lewis	King Features Syndicate, Inc.
King of the Royal Mounted (w) (hp)	Zane Grey	Dominion News Bureau, Ltd.
King of the Royal Mounted (page and strip) (C)	Zane Grey	King Features Syndicate, Inc.
King of the Royal Mounted (d) (6)	Zane Grey	Star Newspaper Service
King of the Royal Mounted (w) (tab, p)	Zane Grey	King Features Syndicate, Inc.
Krazy Kat (w) (tab.) (C)	George Herriman	King Features Syndicate, Inc.
Krazy Kat (d) (2-4) (C)	George Herriman	Rapid Grip and Batten, Ltd.
Krazy Kat (d) (3-4)	George Herriman	King Features Syndicate, Inc.
Krazy Kat (w) (tab, p)	George Herriman	King Features Syndicate, Inc.
Bela Lanan—Court Reporter (d) (6-1)	Allen Heine	Carlie Crutcher
<b>L</b>		
Learn About Women (d) (2)	Carl Kuhn	McClure Newspaper Syndicate
Let's Explore Your Mind (d) panel (3 and 2)	Dr. A. E. Wiggan	National Newspaper Service
Let's Explore Your Mind (S) (fp, hp)	Dr. Albert E. Wiggan	National Newspaper Service
Let's Go Town series 18 (2 & 208) (C)	William Spear, Jr.	Rapid Grip and Batten, Ltd.
Life's Like That (d) (2)	Fred Neher	Consolidated News Features, Inc.
Life's Like That (w) (fp, tab, p)	Fred Neher	Dominion News Bureau, Ltd.
Life's Like That (d) (2)	Fred Neher	Dominion News Bureau, Ltd.
L'il Abner (d) (6-8-9)	Al Capp	United Feature Syndicate
L'il Abner (w) (fp, hp, tab.)	Al Capp	United Feature Syndicate
L'il Abner (page and strip) (C)	Al Capp	Star Newspaper Service
L'il Ole Orie (w)	James Swinnerton	King Features Syndicate, Inc.
Litton To Mammy (d) (1)	Vida Ward	C-F Syndicate
Little Annie Rooney (w) (fp)	Brandon Walsh	King Features Syndicate, Inc.
Little Annie Rooney (d) (6-8)	Brandon Walsh	King Features Syndicate, Inc.
Little Annie Rooney (w) (tab, p)	Brandon Walsh	King Features Syndicate, Inc.
Little Annie Rooney (w) (hp)	Brandon Walsh	King Features Syndicate, Inc.
Little Annie Rooney (page and strip) (C)	Brandon Walsh	Star Newspaper Service
Little Jackie (d) (7)	Stanley Miller	Matz Feature Syndicate
Little Jimmy (w) (fp)	James Swinnerton	King Features Syndicate, Inc.
Little Jimmy (w) (p) (C)	James Swinnerton	Rapid Grip and Batten, Ltd.
Little Jimmy (d) (3-6)	James Swinnerton	King Features Syndicate, Inc.
Little Jimmy (d) (3-6) (C)	James Swinnerton	Rapid Grip and Batten, Ltd.
Little Joe (w) (fp, hp, tab.)	Ed Ledford	Chicago Tribune-New York News Syndicate, Inc.
The Little King (w) (fp)	Otto Soglow	King Features Syndicate, Inc.
The Little King (w) (hp)	Otto Soglow	King Features Syndicate, Inc.
Little Mary Missup (w) (tab.)	R. M. Brinkerhoff	United Feature Syndicate
Little Mary Missup (d) (6-8)	R. M. Brinkerhoff	United Feature Syndicate
Little Mary Missup (page & strip) (C)	R. M. Brinkerhoff	Star Newspaper Service
Little Miss Muffet (d) (6) (C)	Fanny Y. Cory	Rapid Grip and Batten, Ltd.

(Continued on page XXVI)

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**TKT**

**FEAT**





# NOVEMBER REVIEWS



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EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES

(Continued from page XXIII)

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Little Miss Muffet, The Little Woman, Loyal Hall Page, etc.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Includes entries like Pam (8), Parlor Tricks To Do at Home, Pa's Son-in-Law, etc.

EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES

Table with columns: FEATURE, AUTHOR, SYNDICATE. Lists various feature titles and their respective authors and syndicates.

Table with columns: FEATURE, AUTHOR, SYNDICATE. Continuation of the directory listing feature titles, authors, and syndicates.

(Continued on page XXVIII)

SYNDICATE F-E-A-T-U-R-E-S News Coverage & Photo Services

Automotive THE SUNDAY MOTORIST — America's most widely read and most widely quoted automotive feature...

New York News Coverage Your New York correspondent — PARK ROW NEWS SERVICE engaged for ten years in supplying out-of-town papers with New York news coverage...

New Features MATZ FEATURES PRESENTS SOMETHING NEW to build up greater reader interest. Enchanted Isles adventures of real, living boys and girls in unique pictorial form...

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# EDITOR & PUBLISHER THIRTEENTH ANNUAL DIRECTORY OF FEATURES

(Continued from page XXVII)

## SPORTING PAGE FEATURES

FEATURE	AUTHOR	SYNDICATE
<b>A</b>		
<b>Baseball</b>		
Around the Trunk (Spring series)	Bill Hennings	NEA Service, Inc.
At the Post (d) (hp)	Staff	Washington Post News Service
Athletic Stadium Games (w) (500)	Staff	Pan-Hellenic American Foreign Press Syndicate
<b>B</b>		
At the Races (d)	Clem McCarthy	Press Syndicate
Authenticated Sports Features (w) (1000)	Staff	Christy Walsh Syndicate
<b>B</b>		
Bedford (d) (150) (Ill.)	Ernie Melh	National Newspaper Service
Badminton series 24 (1 col. and 200 wds.)	C. W. Aikman	Rapid Grip and Batten, Ltd.
Balkan Athletic Events (w) (500)	Staff	Pan-Hellenic American Foreign Press Syndicate
Balkan Sport News (w) (500)	Staff	Pan-Hellenic American Foreign Press Syndicate
Baseball Comics (series 36) (1)	F. Fogarty	Rapid Grip and Batten, Ltd.
Baseball Favorites (d) (500)	Stanley Mats	Mats Feature Syndicate
Baseball Heroes (d) (500)	R. Stanley Mats	Unique Feature Service
Basketball (d) (100)	Wm. "Little Bill" Miller	National Newspaper Service
Basketball Problems (Winter series)	Staff	NEA Service, Inc.
Behind the Sports Case (d)	Andy Lytle	Star Newspaper Service
Bill Corum (d)	Bill Corum	King Features Syndicate, Inc.
Billiards (d) (100)	El Whitely	National Newspaper Service
Blotch School (d) (1)	Hank Berger	Intercity News Service
Bowling (Winter series)	Staff	NEA Service, Inc.
Hugh Bradley Says (d) (1000-1500)	Hugh Bradley	New York Post Syndicate
Red Brandt Strip (d) (5-6)	Bob Zappala, B. W. De P	Register and Tribune Syndicate
Burnley's Sport Cartoon (d) (2 col. and 500 wds.)	Hardin Burnley	Rapid Grip and Batten, Ltd.
<b>C</b>		
Clean in Golf (d) (200)	Bob MacDonald	National Newspaper Service
Cobb's Fisherman's Calendar (a) (3)	Grady W. Coble	Grady W. Coble Chicago Tribune-New York News Syndicate, Inc.
Column	Arch Ward	Chicago Tribune-New York News Syndicate, Inc.
Column	Jimmy Powers	Chicago Tribune-New York News Syndicate, Inc.
Column	Jack Milley	Chicago Tribune-New York News Syndicate, Inc.
Column	Edward Burns	Chicago Tribune-New York News Syndicate, Inc.
Column	Irving Vaughn	Chicago Tribune-New York News Syndicate, Inc.
Column	Wilfred Smith	Chicago Tribune-New York News Syndicate, Inc.
Collyer's Chatter and Selections (d) (500)	Bert E. Collyer	Collyer's News Bureau
Collyer's Sports Review (w) (500)	Staff	Collyer's News Bureau
Comment on Sports (w) (1 1/2)	Charles J. Benedict, Jr.	Editor's Copy
Cribbet for Coaching Champions (w) (500)	Andrew Sandham	Miller Services, Ltd.
<b>D</b>		
Damon Runyon (d)	Damon Runyon	King Features Syndicate, Inc.
Dan Parker (d)	Dan Parker	King Features Syndicate, Inc.
Do You Remember (d)	Harry Grayson	NEA Service, Inc.
<b>F</b>		
Flat Facts (d) (1)	Ed Heffernan	Intercity News Service
Follow the Ball (tri-w)	Art Krens	NEA Service, Inc.
Football (tri-w) (700)	Staff	National Newspaper Service
Football Captains (1)	Walter Johns	Central Press Association
Football Coverage (d)	Staff	Intercity News Service
Football Favorites (d) (500)	Stanley Mats	Mats Feature Service
Football Heroes (d) (500)	R. Stanley Mats	Unique Feature Service
Football Series (d)	Well-Known Coaches	Central Press Association
Football Spectacles (d) (1000)	Devil Dog	Devil Dog
For the Game's Sake (d) (500)	Lawrence Perry	Consolidated News Features, Inc.
From the Press Box (d) (500)	John Lindner	North American Newspaper Alliance
Fundamentals of the Golf Swing (d) (500)	G. Ennis Smith	Miller Services, Ltd.
<b>G</b>		
Joe's Glass Weekly Golf (w) (2)	Joe Glass	Publishers Syndicate
Golf Analyzed (d) (1)	Joe Glass	Publishers Syndicate
Golf (d)	Art Krens	Dominion News Bureau, Ltd.
Golf Articles (tri-w) (700)	Lawson Little	Dominion News Bureau, Ltd.
Golf Articles (tri-w) (700)	Francis Quinlan	Dominion News Bureau, Ltd.
Golf Articles (tri-w) (700)	Lawson Little	Bell Syndicate, Inc.
Golf Articles (tri-w) (700)	Francis Quinlan	Bell Syndicate, Inc.
Golf (w) (500)	James Driver	Miller Services, Ltd.
Golf Facts, Not Theories (d) (Ill.)	Alex Morrison	Central Press Association
Good Golf (d) (200)	Chester Horton	National Newspaper Service
Graphic Golf (tri-w) (1 col. Ill.)	Staff	Bell Syndicate, Inc.
Graphic Golf (d) (1000)	Staff	Dominion News Bureau, Ltd.
By Harry Grayson (d)	Harry Grayson	Dominion News Bureau, Ltd.
Great Golf (tri-w)	Art Krens	NEA Service, Inc.
Golfing Greats (d) (1000)	T. W. Mack	Devil Dog
The Golden Van (d) (1500)	James J. Stewart	Devil Dog
Guess Who! (d)	Staff	Central Press Association
<b>H</b>		
Hardin Burnley (d) (2-3)	Hardin Burnley	King Features Syndicate, Inc.
Hockey Comics (series 30) (1)	Ed Heffernan	Rapid Grip and Batten, Ltd.
Hoopster (d) (1)	Ed Heffernan	Intercity News Service
Hoak Line and Sinclair (d)	Gordon Sinclair	Star Newspaper Service
How to Bowl (d) (500)	Adolf Carlson	National Newspaper Service
How to Improve Your Tennis (d)	W. T. Tilden, 2nd	Ledger Syndicate
How to Swim (d)	Chas. and Martha Norelin	Ledger Syndicate
How to Play Baseball (d)	Mickey Coolidge	Ledger Syndicate
Ed Hughes' Cartoon (d) (1)	Ed Hughes	Eagle Syndicate
Ed Hughes' Column (d) (1)	Ed Hughes	Eagle Syndicate
<b>I</b>		
Inside on Sports (d) (1000)	Connie Mack, Bill Tilden, Walker Hays, Earl Sande, Lawson Robertson, Red Grange	Ledger Syndicate
In This Corner (d)	Art Krens	NEA Service, Inc.
In This Corner (d) (3)	Art Krens	Dominion News Bureau, Ltd.
<b>J</b>		
Jah Cah (d) (1)	Ed Heffernan	Intercity News Service
Jews in Sports (w) (1200)	Morris Weiner	Jewish Telegraphic Agency
Joe and Asbestos (d) (8)	Ken Kling	Associated Mid-West Newspaper Syndicate
<b>L</b>		
Life of the Champions (w) (500)	Jack Mac	Central Feature News Service
Little Lessons in Women's Golf	Staff	Ledger Syndicate
<b>M</b>		
Clem McCarthy (d)	Clem McCarthy	Christy Walsh Syndicate
My Toughest Bout (series 24) (hp)	Staff	Watkins Syndicate, Inc.
<b>N</b>		
NEA—All American Football Committee (d)	Bernie Bierman, Jock Sutherland	NEA Service, Inc.
New Angles on Angling (w) (1000)	C. S. Van Dresser	Health News Service
News By Wire (d)	Staff	Eagle Syndicate
News Feature Stories (d) (Ill.)	Staff	NEA Service, Inc.
News Picture "Ears" (d) (2)	Staff	Central Press Association
<b>O</b>		
Olympic Games News (w) (500)	Staff	Pan-Hellenic American Foreign Press Syndicate
Olympic Sport News (w) (500)	Staff	Pan-Hellenic American Foreign Press Syndicate
On the Sidelines (d) (500)	Charles Grunich	Associated Press Feature Service
Our Sportworld (w) (1000)	Irv Kupcinet	Seven Arts Feature Syndicate
Our Sports (w) (1000)	Dillon Graham	Associated Press Feature Service
Outdoor Sports and Recreation (w) (1000)	Dick Wood	Outdoor World Syndicate
<b>P</b>		
Pap's Cartoon (d) (3)	Thomas Paprocki	Associated Press Feature Service
Par Quast (w) (500)	Chester Horton	National Newspaper Service
<b>R</b>		
Rookie Roundup (d)	Staff	NEA Service, Inc.
Rugby To-day (w) (500)	Staff	Miller Services, Ltd.
<b>S</b>		
Ski-Craft (series 48) (1) (100)	Chas. E. Durand	Rapid Grip and Batten, Ltd.
Soccer (w) (500)	Staff	Miller Services, Ltd.
Sporting Pictures Mat Service (d-w)	Staff	Star Newspaper Service
Sports (d-w) (2-3-5)	Romano & Serbic	Dominion News Bureau, Ltd.
Sports (w) (300-500)	Ray Ruiz, L. Zelenko	Consolidated Information Service
Sports Cartoon (d) (2-3)	M. Alvarez	Central Press Association
Sports Cartoons (d) (w) (C)	Jack Sordis	Star Newspaper Service
Sports Cartoon (d) (2-3)	Alan Maves	United Feature Syndicate
Sports Features (d) (Ill.)	Staff	Associated Press Feature Service
Sports Features Story (d) (Ill.)	Staff	Central Press Association
Sports Filter (d) (Ill.)	Staff	Associated Press Feature Service
Sports (d) (C) (1000)	Bill Corum	NEA Service, Inc.
Sportlight (d) (500)	Grandland Rice	North American Newspaper Alliance
The Sportsman (w) (500)	Larry Bauer	Associated Press Feature Service
Sportsman's Scrapbook (tri-w)	Jimmy Donahue	Dominion News Bureau, Ltd.
Sports Newsletters (d)	Staff	NEA Service, Inc.
Sports of All Sorts (d)	Staff	Dominion News Bureau, Ltd.
Sports of All Sorts (d)	Staff	NEA Service, Inc.
Sports of All Sorts (w) (1000)	P. A. Kinsley	Reun Feature Syndicate
Sports Page (w)	Staff	Chicago Tribune-New York News Syndicate, Inc.
Sports Pictorial Page (w) (8)	Staff	Central Press Association
Sports Photographs (w) (8)	Staff	New-Week Syndicate
Sports Oddities (d) (1 col. 150) (C)	Beatty	Rapid Grip and Batten, Ltd.
Sport Slants (d) (500)	Thomas Paprocki	Associated Press Feature Service
Sports Query Wire Service	Staff	Star Newspaper Service
Sports Service (d-w) (2-3, 3-5)	John J. Romano	Bell Syndicate, Inc.
Sportstrats (d) (2)	Chuck Templeton	Rapid Grip and Batten, Ltd.
Sports Wins! (w) (700)	Mac Juroff	National Press Features Syndicate
Spot Sports Coverage for out-of-town newspapers (d)	Staff	Intercity News Service
Spot Sport Pictures	Staff	Central Press Association
Swimming and Life-Saving Series	Staff	Dominion News Bureau, Ltd.
<b>T</b>		
Tales in Tidbits (d)	Bill Braucher	Central Press Association
Tennis (w) (300)	Staff	Miller Services, Ltd.
Tennis (series 60) (1 col. 200)	Willard Crocker	Rapid Grip and Batten, Ltd.
The Greatest Ball Game Ever Played	Staff	NEA Service, Inc.
This Date (d) (2)	Bruce E. Jarrett	Triton Syndicate, Inc.
The Right and Wrong Way to Play Golf (tri-w) (Ill.)	Alex Morrison	King Features Syndicate, Inc.
This Morning (d) (3)	Shirley Forch	Washington Post News Service
Time Out (d) (2)	Chet Smith	Publishers Syndicate
Today in Sports (d) (2)	Staff	Triton Syndicate, Inc.
<b>W</b>		
Weekly Sports Pictorial (w)	Staff	King Features Syndicate, Inc.
What's the Score (d) (500)	Francis J. Powers	Consolidated News Features, Inc.
Joe Williams' Sports Column (d) (1)	Joe Williams	United Feature Syndicate
William Tell Graded Entries (d)	William Tell	Arthur J. Lafave
William Tell Selections (d)	William Tell	Arthur J. Lafave
William Tell Column (d) (300)	William Tell	Arthur J. Lafave
World Sport Cartoons (d)	Staff	Star Newspaper Service
Woods and Waters	Bob Becker	Chicago Tribune-New York News Syndicate, Inc.
<b>Y</b>		
You're Telling Me (d)	Harry Grayson	NEA Service, Inc.



FEATURE AND PICTURE SYNDICATES

NAME	ADDRESS	EDITOR	MANAGER
Wm. Southern, Jr.	Independence, Mo.		
Southern Newspaper Features	301 Mercantile Bldg., Dallas, Tex.	Susanne Wright	A. M. Cohen
Southern Newspaper Syndicate	703-704 Lima Bldg., Dallas, Tex.	Daniel Rosenbaum	Daniel Rosenbaum
Southern Newspaper Service	Box 2485, Birmingham, Ala.	George H. Watson	George H. Watson
Standard Editorial Service	Chandler Bldg., Washington, D. C.	R. V. Williams	A. M. Johnston
Star Newspaper Service	Star Bldg., Toronto, Can.	E. M. Gundy	T. J. Wheeler
Stephen Swift & Associates	Times Bldg., New York	Stephen K. Swift	Harold Dowden
Transradio Press Service, Inc.	420 Riverside Drive, New York	W. Orton Tewson	W. Orton Tewson
Thomson Feature Service	Minneapolis, Minn.	H. S. Thompson	H. S. Thompson
Thompson Service	318 Oak st., Cincinnati, O.	E. L. Hawes	I. Thompson Hawes
Transradio Press Service, Inc.	342 Madison av., New York	Paul Glynn	
Triton Syndicate, Inc.	Hartford, Conn.	J. Kenneth Bolles	Coleman A. Stewart
Trumbull Society News	83 Fairfield av., Bridgeport, Conn.	Faith Trumbull	Marie Turner
Ullman Feature Service	Chandler Bldg., Washington, D. C.	William Ullman	W. E. Schaaf
United Feature Service	523 Weiser st., Reading, Pa.	R. Stanley Mats	M. B. Mats
United Feature Syndicate	230 E. 42d st., New York	William A. Laa	George Carlin, bus. mgr.
Universal Press Syndicate	Sarasota, Fla.	T. K. Lyle	T. K. Lyle
Universal Service	235 E. 45th st., New York	Seymour Berkson	
Christy Walsh Syndicate	235 E. 47th st., New York	Jos. A. Bilher	
Washington Post News Service	Washington Post Bldg., Washington, D. C.		H. C. Thiele
Washington Radio News Service	421 Albee Bldg., Washington, D. C.	Bertram F. Lintz	Bertram F. Lintz
Watkins Syndicate, Inc.	705 Lewis Tower, Philadelphia	John Elfreth Watkins	John Elfreth Watkins
Western Newspaper Union	210 S. Desplaigne st., Chicago, Ill.	Wright A. Patterson	M. H. McMillen
Willis Associates	50 Broad st., New York	H. F. Willis	F. W. Jones
Women's Page Copy	Flymouth, Ind.	Florence R. Boys	Florence R. Boys
World Color Printing Co.	42425 De Soto av., St. Louis, Mo.	F. B. Jeske	R. S. Grable, bus. mgr.
World Feature Service	230 E. 42d st., New York	William A. Laa	George Carlin, bus. mgr.
World-Wide News Service	56 Bellevue st., Newton, Mass.	J. J. Bosdan	A. M. Weiss
Eastern Color Printing Co.	50 Church st., New York	William J. Pape	Geo. G. Janosik, sect. & gen. mgr.
World Color Printing Co.	418-428 De Soto av., St. Louis, Mo.	F. B. Jeske	R. S. Grable, bus. mgr.
Zak Zook Syndicate	Liverpool, Pa.	Zak Zook	Zak Zook

NEWS SERVICES

Associated Press	383 Madison av., New York	Kent Cooper, gen. mgr.
Balkan News Syndicate	1223 Park Row Bldg., New York	Demetrius Tescos
British United Press	232 Regent st., London, England	Herbert Bailey
Central News of America	32 Broadway, New York	L. W. Fisher
Central Press Association	1433 E. 12th st., Cleveland	Leslie Eichel
Chicago Tribune-New York News Syndicate, Inc.	220 E. 42d st., New York	Mary King
Consolidated News Features, Inc.	290 Broadway, New York	Bertram G. Zilmer
Federated Press	30 Irving pl., New York	Carl Haasler
General Press Association	National Press Bldg., Washington, D. C.	James J. Butler
Havas News Agency	363 Madison av., New York	Louis Huot
Heath News Service	329 National Press Bldg., Washington, D. C.	Edwin J. Heath
Heath News Service	2400 California st., N. W., Washington, D. C.	Robert D. Heintz
Holmes Feature Service	138 Garrison av., Jersey City, N. J.	George R. Holmes
Intercity News Service	63 Park Row, New York	E. W. Nussauer
International Labor News Service	609 Carpenters' Bldg., Washington, D. C.	Chester M. Wright
International News Service	235 E. 45th st., New York	Barry Faris
Jewish Telegraphic Agency	347 Madison av., New York	H. Wishegrad
David Lawrence	2301 M st., N. W., Washington, D. C.	David Lawrence
National News Service, Inc.	6719 N. Broad st., Philadelphia	Sidney A. Silberman
National Service Syndicate	Shoreham Bldg., Washington, D. C.	W. S. Goshorn
NEA Service, Inc.	1200 W. 3d st., Cleveland	Peter Edson
New York Herald Tribune News Service	220 W. 41st st., New York	R. E. Moyer
New York News Bureau Association	32 Broadway, New York	L. W. Fisher
North American Newspaper Alliance	247 W. 43d st., New York	Bertram G. Zilmer
North Jersey News Bureau	230 Washington st., Orange, N. J.	M. G. Stevenson
Pan-Hellenic American Foreign Press Syndicate	1223-1231 Park Row Bldg., New York	Demetrius Tescos
Park Row News Service	290 Broadway, New York	Demetrius Tescos
Science Service	2101 Constitution av., Washington, D. C.	Watson Davis, dir.
Southern News Service	Box 2485, Birmingham, Ala.	George H. Watson
Transradio Press Service, Inc.	342 Madison av., New York	Paul Glynn
United Press Association	230 E. 42d st., New York	Hugh Ballie, pres.
Universal Press Association	180 West Adams st., Chicago	Harry L. McClellan
Universal Service	235 E. 45th st., New York	Seymour Berkson
Washington Post News Service	Washington Post Bldg., Washington, D. C.	
Washington Radio News Service	421 Albee Bldg., Washington, D. C.	Bertram F. Lintz
World-Wide News Service	56 Bellevue st., Newton, Mass.	J. J. Bosdan

SPECIAL SERVICES

NAME	ADDRESS	EDITOR	MANAGER
Elizabeth Casey Cooking and Home Making Schools	2096 Grand av., St. Paul, Minn.		Elizabeth K. Casey
DeBoth Home Makers' Schools	Graybar Bldg., New York		Dorothy Ayers London, Pres.
Homakers Institute of Domestic Science	850 Lake Shore Drive, Chicago	Jessie M. DeBoth	Jessie M. DeBoth
Homecrafters	2831 Woodward av., Detroit, Mich.		Ann Gullyear
Home Economics Service Corp.	247 Park av., New York		C. A. Miller, sec'y
Recipe Service Co.	3169 Kensington av., Philadelphia	Richard S. Bond	

RESEARCH

Editorial Research Reports	1013 13th st., N. W., Washington, D. C.	Richard Boeckel	B. P. Garnett
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RELIGIOUS SERVICE

Balkan News Syndicate	1223 Park Row Bldg., New York	Demetrius Tescos	Demetrius Tescos
Ellis Service	Swarthmore, Pa.	William T. Ellis	A. F. Algar
International Religious News Service	1331 Sheldon Road, E. Cleveland, Ohio	D. Carl Yoder	D. Carl Yoder
Keys Advertising Service	Peru, Ind.	J. L. Keyes	
N. C. J. C. News Service	289 Fourth av., New York	Dr. Robert A. Ashworth	Dr. Robert A. Ashworth
Pan-Hellenic American Foreign Press Syndicate	1223-1231 Park Row Bldg., New York	Demetrius Tescos	Demetrius Tescos
Religious Copy Service	471 Ave. Pa., Philadelphia, Pa.	Herbert H. Smith	Herbert H. Smith
William A. Syntheris, Jr.	11709 Leves, Md.		
California Trade Press Service	Bryl Bldg., Washington	Prescott Dennett	
Dutch Business Features	H. Ho-Kin, N. J.	Ernest A. Dench	Ernest A. Dench
General Press Association	National Press Bldg., Washington, D. C.	James J. Butler	James J. Butler
King Editors' Features	11 Prospect Place, East Orange, N. J.	H. L. Allen	
Universal Trade Press Syndicate	724 Fifth av., New York		Myron S. Blumenthal
Intercity News Service	63 Park Row, New York		

PHOTOGRAPHIC SERVICES

Acme Newspapers, Inc.	220 E. 42d st., New York	Robert P. Dorman	News, Roto, Feature—mats, prints
Associated Mid-West Newspaper Syndicate	30 N. LaSalle st., Chicago	J. Graydon Rank	Daily and weekly photo service—prints
Associated Press Feature Service	383 Madison av., New York	Wilson Hicks	Wirephotos, news photo mats, state mat service, biographical mats
Authenticated News	Times Bldg., New York	Stephen K. Swift	News, features, Sunday page—mats, prints
Balkan News Syndicate	1223 Park Row Bldg., New York	Demetrius Tescos	News photos and picture service—mats, prints
Ella Barnett Photos	445 W. 22d st., New York	Ella Barnett	Shipboard photos—prints
Central Feature News Service	Times Bldg., New York	Stephen K. Swift	Roto, oddities, science and progress—prints
Central Press Association	1433 E. 12th st., Cleveland; 235 E. 45th st., New York	Leslie Eichel	Newspictures—mats
Columbia Press Photos	Bond Bldg., Washington, D. C.	Prescott Dennett	Spot capital photos, special assignments—prints
Connecticut News	83 Fairfield av., Bridgeport, Conn.	Robert Edwards	News, general, society and sports—prints
Consolidated News Features, Inc.	290 Broadway, New York	Bertram G. Zilmer	Roto pictures—prints
Ernest A. Dench	H. Ho-Kin, N. J.	Ernest A. Dench	Window and interior displays
Dominion News Bureau, Ltd.	P. O. Box 756, Montreal, P. O., Canada	W. E. Hopper	General news pictures—mats
Dorr News Service	331 W. 14th st., New York	Charles H. Dorr	Art service, pictorial features of painting and sculpture, also science and exploration—prints
Eagle Syndicate	24 Johnston st., Brooklyn, N. Y.		News pictures taken in New York or area—mats or prints
Epilon Press Service	1015 51st st., Brooklyn; P. O. Box 43, Bath Beach, Brooklyn, N. Y.	Theresa Auerbach	New York views, spot news—prints
European Picture Service	353 Fifth av., New York	Max P. Haas	News and feature pictures—prints
Feature Sales Syndicate	540 N. Michigan av., Chicago	S. I. Neiman, mgr.	News and features—mats
Ewing Galloway	420 Lexington av., New York		General subjects—prints
Globe Photos	33 W. 42d st., New York	M. C. Mann	Science, human interest, oddity, news and scenic—prints
Gruber Feature Service	11 W. 43d st., New York	Edward Gruber	News feature picture service—prints
Hollywood Press Syndicate	6005 Hollywood Blvd., Hollywood, Calif.	Jos. B. Polonsky	Film celebrities, off stage, sports in film—prints

FEATURE AND PICTURE SYNDICATES

NAME	ADDRESS	EDITOR	TYPE OF SERVICE	NAME	ADDRESS	EDITOR	TYPE OF SERVICE
Holmes Feature Service	135 Garrison av., Jersey City, N. J.	George R. Holmes	General news, industrial, theatrical, technical, ship news, movie people and scenes from movies—prints	Pan-Hellenic American Foreign Press Syndicate	1229 Park Row Bldg., New York	Demetrius Taconas	Greek and Balkan picture service, travel service from Balkan States, especially Greece—prints
Intercity News Service	63 Park Row, New York	Constantin Rom	Special assignments for out-of-town newspapers—prints	Pictorial Press	1633 Broadway, New York	T. E. McGrath	Spot news, scientific and educational features, both foreign and domestic; informal pictures of society and notables in the public eye; horse racing—prints
International Labor News Service	609 Carpenters Bldg., Washington, D. C.	Chester M. Wright	Labor news—mats	Jack Price Picture News	11 W. 43d st., New York	Jack Price	Picture news service assignments for all newspapers
International News Photos, Inc	235 E. 45th st., New York	W. C. Howey	General news, and spot news—prints	Rapid Grip and Batten, Ltd.	181-190 Richmond st., Toronto, Ont., Canada	G. A. MacBain	News features—mats
Jordan Syndicate	Albee Bldg., Washington, D. C.	O. J. Jordan	General and color photography—prints	Science Service	2101 Constitution av., Washington, D. C.	Watson Davis, dir.	Science news pictures—mats, prints
Ledger Syndicate	Independence Square, Philadelphia	H. W. Miner	Beauty, photologic, serial fiction service—prints and mats	Southern News Service	Box 2489, Birmingham, Ala.	George H. Watson	News and feature photographs from the movies Union—prints
Mats Feature Syndicate	523 Weiser st., Reading, Pa.	Ralph S. Mats	Current event news pictures, unique photographs—prints	Soviet Foto Agency	723 Seventh av., New York	Helein Black	News and feature photographs from the movies Union—prints
Metropolitan Newspaper Feature Service	220 E. 42d st., New York	William Laas	Daily news picture page—mats	Star Newspaper Service	Star Bldg., Toronto, Ont., Canada	E. M. Gundy	World news, Anglo-Canadian, art illustrations in four colors. Dionne Quintuplets in Canada—prints and mats
Metropolitan Photo Service	1564 Broadway, New York	Joseph Heppner	General photographic—prints	Stephen Swift Associates	Times Bldg., New York	Stephen K. Swift	News and feature service—prints
Ralph Morgan Newspictures	Newark Airport, Newark, N. J.	Ralph Morgan	Photographic services—prints and negatives	Paul Thompson Photos	353 Fifth av., New York	Max P. Haas	Historical pictures, covering world history of the past 100 years—prints
NBA Service, Inc.	1200 W. 3d st., Cleveland; 461 Eighth av., New York	Peter Edson	Morgue service, news pictures, exclusive Dionne Quintuplets pictures, social roto print service—prints, mats	Underwood & Underwood News Photographs	430 Lexington av., New York	C. R. Abbott	News, stock and feature—prints
News Pictorials	108 Broadway, New York	R. Taube	News photos, sports—prints	United Feature Syndicate	220 E. 42d st., New York	William Laas	Daily News picture page—mats
News-Week Syndicate	1270 Sixth av., New York	Foster Gilroy	General news action, photographs from all over the world—prints, mats	Unique Feature Service	523 Weiser st., Reading, Pa.	R. Stanley Mats	News photographs of all kinds—prints
Oil Features Syndicate	P. O. Box 1880, Houston, Tex.	Joseph A. Kornfeld	News features, principal developments, spectacular producers—mats	Universal Press Syndicate	Sarasota, Fla.	T. K. Lyle	Human interest photos, special assignments anywhere in Florida—prints, mats
Outdoor World Syndicate	North Chattanooga, Tenn.	Richard K. Wood	Scenic, outdoor sports—prints	Wide World Photos, Inc.	229 W. 42d st., New York	Frank J. Gillon, sales mgr.; Charles M. Graves, gen. mgr.	Photographs by telephone wires
				World Feature Service	220 E. 42d st., New York	William Laas	Daily News picture page—mats

AKRON STAFF ATTENDING 'SCHOOL' CONDUCTED BY CITY EDITOR

Weekly Educational Session Held At Which Reporters See Their Associates in Action—Plan Proves Popular

By WILLIAM EGAN

ONE of the most unusual journalism schools in the history of the newspaper business has been started on the Akron Times-Press by Walter J. Coyle, city editor.



W. J. COYLE

No school for beginners is this one. It is a co-operative classroom in which veteran reporters and relative newcomers get together and compare notes with the objective of becoming better newspapermen.

Classes are held for periods of one hour and a half a week.

The idea of the journalism school, according to Mr. Coyle, is to allow veterans to brush up on their technique, to show them tricks of the trade they may never have learned during their cubship, and to point out to young reporters the operation of a veteran in action.

Mr. Coyle started the course with a simple police story. Through the

weeks the stories have grown more difficult and complex, and they are getting more difficult right along. When the course is completed Mr. Coyle hopes that every member of his staff will be able to handle any story with competence and understanding.

To start off the course Mr. Coyle fabricated a mythical police story. He filled out an automobile accident report on police department stationery. The report, apparently innocent, showed that an 11-year-old boy had been killed by an automobile.

Fred C. Kelly, Jr., a young reporter, was assigned by Mr. Coyle to cover the story. Three veteran reporters were named as principal characters from whom Kelly was to get his information.

Anthony Weitzel was designated as the policeman who investigated the accident; A. H. Sypher as the driver of the death car, and Mrs. Arletta S. Weimer as the mother of the dead child.

From a prosaic police report the following human interest story was developed:

An 11-year-old boy, clutching flowers for his dead father's grave, was killed before the eyes of his mother

by an automobile driven by an excited man whose wife had just given birth to twins.

Weitzel, Sypher, and Mrs. Weimer were instructed to volunteer no information to Kelly unless he asked the proper questions. He was allowed to approach each one in turn, ask as many questions as he wanted to, and return to any of the three if he deemed it necessary.

Kelly's questioning revealed two errors in fact on the police report. An apprehensive moment for the staff occurred when Kelly asked the driver of the car why he was rushing to the hospital. "My wife is there," the driver said. "In an accident?" Kelly asked. "No," was the answer. Then Kelly stopped his questioning and a dozen staff heads bent over notes to record the slip-up.

When Kelly had his story cleaned up he was ordered to turn it in to a re-write man, and, as he did so, Mr. Kelly stood by and pointed out flaws in his technique. Then Mr. Coyle turned to the staff and began asking individual members where Kelly had erred, where he had failed to push through a point, or where his approach had been wrong. The answers were spontaneous. Young reporters were given the first opportunity to answer, and, after he had exhausted their suggestions, Mr. Coyle turned to the veterans.

One of the forthcoming highlights of the journalism course is to be a class dealing with the interview. In this class Mr. Kelly will name a staff member to be interviewed. The staff

member will have a hot story, but he will reveal it only if he asked the proper questions.

A young reporter will be sent to get the story. If he misses a veteran will be sent. And, horrors, if the veteran misses, Mr. Coyle will keep sending veterans until someone breaks loose the story.

The staff has entered into the spirit of the journalism school with enthusiasm. Started originally for the city staff only, the school is now attended by members of the photographic, society, sports, and art departments and by members of the copy desk.

In the last three years, under the editorship of Walter Morrow, the Akron Times-Press has been recognized by Scripps-Howard as a fine training school. Weekly staff meetings, arranged by Mr. Morrow, have been addressed by lawyers, rhetoricians, clergymen, and others on technical subjects. This spring—just before the Republican national convention in Cleveland—the staff was put through an intensive political training period.

Ray C. Sutliff, political editor of the Times-Press, conducted classes on the political set-up of party organizations in the United States. His talks were supplemented by a speech by Walter Wamaker, judge in the court of Common Pleas and an official delegate to the convention.

Mr. Coyle claims his new journalism school was born of a selfish motive. "If the staff gets better, the paper and I profit, don't we?" he said.

# STUDY CLASSICS, ADVICE FROM EDITORS

## "Science Has Raised Hell with Culture," Says William Allen White—Literary Quality in Writing Held of Increasing Necessity

By GEORGE A. BRANDENBURG

SEAKING in friendly but critical fashion of the present "hit-and-run" tactics of reportorial writing, a dozen of the nation's leading editors, answering an **EDITOR & PUBLISHER** query, placed literary background as an increasingly important requisite to good newspaper style.

They distinguished between literary quality in news writing and the employment of bald literary allusions "dragged in by the ears." Most of these editors saw a trend in writing which is leading toward a new technique wherein literary quality will be essential to effective interpretive writing. Several voiced a need not only for literary allusion but for "literary men." These editors pointed out the newspaper of the not-too-distant future will require an entirely different type of reporting than current "blow-by-blow" writing which characterizes much contemporary journalism.

With radio giving spot news developments and ever-lurking television threatening to enter the news arena, carrying not only news but pictures of the day's happenings, these editors felt that rich literary background will flower again in newspaper interpretive writing. When that day arrives, reporters schooled in the classics, histories, biographies and memoirs of literary masters, and with a thorough knowledge of economics and finance, will stand to serve newspapers better than those only equipped for "blunt reporting" of facts in the daily grist of news.

Editors queried generally agreed that literary quality has faded from modern news reporting. First, because newspaper readers themselves are no longer required in school to master the classics and consequently have scanty, intimate knowledge of the priceless literary gems of the past. For the same reason, reporters and copyreaders are not familiar with the classics and any attempt to be "literary" in news writing is often ponderous and obviously "high hat."

The swing away from the classics, with greater emphasis on scientific and economic studies in educational institutions was aptly epitomized by William Allen White, *Emporia* (Kan.) *Gazette*, as follows: "Science certainly has played hell with culture."

Admitted need for first hand knowledge of the works of literary masters of the past and present, editors were not willing to concede that good news-reporting followed Charles Dana of the *New York Sun* to his grave. It was the frank opinion of several that modern reportorial technique is better, not worse, than it used to be. "It is a technique as clean-cut in its form as a modern building and I see no reason for adding Roman columns and Elizabethan timbers," declared Hal O'Flaherty, *Chicago Daily News* managing editor.

More competent reporting is being done today than ever before in American newspapers, it was stated, with news writers having a background of information and understanding on which to base their daily stories. This is reflected not so much in "crude allusions," stated W. W. Waymack, *Des Moines Register and Tribune*, in "that highly artistic thing, clearness and correctness."

Viewed from another angle, modern reporting is noted for its "crashing simplicity"—a term once used by William Randolph Hearst to describe the admirable qualities of a sensational bombing story written by Wil-

liam Hostler for the *New York American*.

In keeping with the modern tempo of "swift-deadline journalism," editors cautioned reporters to refrain from literary quotations other than those taken from the Bible or Aesop's Fables, asserting that these two books are, perhaps, better known to the masses than any other literature.

A peek into the future of journalism, from an editorial standpoint, was offered in the comments of J. Roscoe Drummond, *Christian Science Monitor* executive editor, who said:

"Newspapers today rarely miss the news, but if the time is not far distant when the spot news is going to be a marked-down commodity for selling the newspaper, we shall have the task, and the challenge of producing an interesting, a different, and a still more valuable newspaper. . . . The need will be, however, not so much for literary allusion as for literary men."

## Hollywood Visit a Heady Draught

### This Film Critic Confesses

By ALLEN SAUNDERS

Motion Picture Editor, the Toledo News-Bee

THERE may have been a time less than cordial to visiting newspapers, but those days, apparently, have gone forever.

The studios this summer were crawling with film critics and special correspondents. They came from virtually every fair-sized city in the visiting royalty.

There is very little red tape to cut. An accredited correspondent (and a warm welcome) is given frankly stated. Hollywood is trying to do a good job of canning entertainment for America. It is almost fair with the public. And you, as a newspaperman, are a valued ambassador.

You have written ahead (if you are wise) to the publicity departments of the studios you expect to visit. When you arrive, you phone them and announce that you're ready to be shown around. A luxurious car calls for you at the hotel and you are driven to the studio.

The average film critic, accustomed to shoveling tons of publicity releases annually into his wastebasket, will be surprised, I believe, at the high calibre of the men who write that copy. Most of them are veterans of drama desks and other editorial positions on a fellow worker on a plane of ready understanding. You will get what you want, they assure you, if it is within their power to provide it. You will not be loaded round-shouldered with junk.

You select the stars you want to interview (omitting Garbo, please) and, when you set forth on your first trip to the sound stages, the machinery has been set in motion to arrange interviews.

Your guide is a "unit man" from the publicity department. He has been assigned to a single production, he knows the story, the players and the technical staff. When he has finished with your visit to his set, he turns

you over to another unit man for a trip to the next sound stage. He is at your side to get information on interest. He introduces you to director and stars. He arranges promptly for your art.

Getting personal photographs with the stars is a simple matter. On each set there is a "still" photographer. He is idle much of the time. He is invariably good-humored about doing pictures he takes will make a paunchy, his eyes and wonder if his mirror has been two-timing him.

The stars, if they are not too feverishly busy with their work on the set (which is rare) will pose graciously, submit to informal interludes about 48 hours to get your studio.

You are permitted to watch, at close range, as much shooting as you care to. Only sets where "process" shots are being made (using a process-screen) are closed to visitors. Yet shooting if you promise not to write

up the major studios, a correspondent should be allowed at least two weeks in Hollywood. The cost upon the distance of the newspaper from the film capital—and the social proclivities of the person sent. But few managing editors will be dissatisfied with the investment. A paragraph worth far more to the average fan than a column by a syndicated

stranger.

The trip, moreover, not only builds up the film editor's contacts; it builds the self esteem. For once he has the delicious experience of being, not fellow who gets paid for going to movies, but a Personage.

Individual opinions of editors participating in the symposium follows: William Allen White, *Emporia Gazette*:—"You ask if I feel that reporting today lacks literary allusion. The answer is yes. And the reason is that the average copy-chopper gets his job because he has legs and not because of his cultural background. And he succeeds in holding his job because of the lack of cultural background of his readers. Most of their looking at Tom Mix and Pola Negri and listening to the 'Happiness Boys' and Major Bowes over the radio.

"Science certainly has played hell with culture."  
Hal O'Flaherty, *Chicago Daily News*:—"Study of the classics, of course, should be urged upon all news writers. It improves the choice of words and adds subtlety to the construction of sentences but please let us not urge the use of allusive writing in

news reporting. Confine it to editorials and feature stories where times can be taken for a trip to the library.

"Modern reportorial technique is excellent. It permits the rapid conversion of pulp paper into a marketable commodity. It is free from frills. Where allusions are put in, they are fully understandable. It is a technique as clean-cut in its form as a modern building and I see no reason for adding Roman columns or Elizabethan timbers."

W. W. Waymack, *Des Moines Register & Tribune*:—"I am quite ready to concede that in very special kinds of stories, which could sensibly be assumed to be of interest chiefly to the more cultivated group of readers, allusions to history and literature would be a gratifying enrichment. With reference to the mine-run of straight news reporting, however, it strikes me that the main job continues to be to tell the story simply and clearly, so as to be comprehensible to the average or even sub-average readers, with little or no effort to impress the readers with the literary background of the writer.

"Frankly, it is my general judgment that modern reportorial technique is better, not worse, than it used to be. I believe the average metropolitan American newspaper is handling much less news material that is written by incompetents. I mean by 'incompetents' young men who may be bright and very promising, but who too often in the past were obliged to write about things concerning which they had no actual information. Maybe it is not too strong to say that in some years past our best reporting was done by the sports writers who covered baseball. We practically never permitted baseball to be covered by a man who didn't know what baseball was all about. But we did cover most other kinds of news too often in that way. That was responsible, I think, for much of the distrust and contempt of newspaper reporting that was held and disseminated by professional groups—the doctors, the lawyers and so on. I think the press is doing very much better in that respect now."

"In short, I think it is important that news writers have a background of information and understanding, but that the real value of that is not in exhibiting it by erudite allusions. It should manifest itself in that highly artistic thing, clearness and correctness. Allusions to the Bible and Aesop's Fables are about as far as I would go."

J. Roscoe Drummond, *Christian Science Monitor*:—"It seems to me that it's like the well-dressed man who attracts attention because his clothes are not noticeable. Richness of style in literature which one refrains from using."

"Much of the spot-news reporting today, whether it concerns politics or prize fighting, is written in the blow-by-blow style of the ringside. This is necessarily the result of the kind of newspaper which we produce. As long as the very latest hot-spot news is the principal selling commodity of the newspaper, blow-by-blow reporting is the logical and inevitable medium. Swift deadline journalism must be written in swift deadline journals."

"But may not the time be nearer at hand than we sometimes suspect, when spot news—today's flash in to-



day's extra—is going to be the lesser selling commodity of the daily newspaper instead of the greatest? Whatever we may think about it, news broadcasting is destined to be a major and growing instrument for the dissemination of the day's happenings and even in our most unplanned of professions, five and ten years is not too much to look ahead, for by that time television will be carrying the news and the pictures of the day's happenings to the existing newspaper readers far ahead of the printed word.

"Newspapers today rarely miss the news, but if the time is not far distant when the spot news is going to be a marked-down commodity for selling the newspaper, we shall have the task and the challenge of producing an interesting, a different, and a still more valuable newspaper. It strikes me that this opportunity is near at hand, and to improve it to the utmost journalism will find its best practitioners among those who are familiar with the best achievements of our literature and our language. The need will be, however, not so much for literary allusion as for literary men."

Walter H. Harrison, *Oklahoma City Times and Daily Oklahoman*.—"I think that every encouragement possible should be given by editors to young men entering the business to devote themselves to a classical background, in order to improve the quality of writing.

"In this changing newspaper world, two types of reporting are going to be needed very definitely. One is crisp, factual, concise, shorn of every excess word. This is for the picture papers of tomorrow. The other type of writing must have literary merit and be shot through with references to the literature of the past and the history of the ancients, to give it that color which will hold the reading public after it has glanced at the eye-flash stories.

"It seems to me that there is too great a pressure today on hit-and-run writing. Blunt reporting is needed, to be sure, but alongside of the short, hardhitting, direct narrative, there should be a cameo containing beautiful English, similes, analogies that will make the reader enthusiastic about the type of writing he sees in his daily newspaper."

Lee B. Wood, *New York World-Telegram*.—"I would disagree with James O'Donnell Bennett that newspaper reporting today lacks literary allusion, insofar as the *World-Telegram* is concerned. I would not attempt to speak for other newspapers, but I do feel that on the *World-Telegram* we get some very good writing which, for background, draws from histories, memoirs and biographical material."

M. V. Atwood, *Gannett Newspapers*.—"I am afraid the day has passed for literary allusions in ordinary news writing. The newspaper, of course, is a complex institution. It has many functions. But it will stand or fall on its success in furnishing accurate and objective information on public affairs—local, national, international.

"With the passing of class newspapers, in most communities one or two newspapers have to serve all economic, social, educational and intellectual groups. This means the information must be understandable to the least well informed—but reasonably intelligent—individual.

"My chief criticism of news writing today is that so much of it is not understandable to most readers for two reasons: (a) the assumption that every reader has read everything that has previously been published in the newspaper on the subject, and (b)

the assumption of the writer that all his readers are as well informed as is he on the subject. This is especially true in the realm of foreign and Washington news.

"A single obscure literary allusion might easily destroy the meaning of an entire passage to the person not familiar with it. Of course I am not saying that young newspapermen should not be familiar with classic literature. One thing such a familiarity will teach them is that simplicity is the essence of most good writing. I think it was Anatole France who once declared that the way to write is to put one little word after the other."

Royal Daniel, Jr., *Pittsburgh Sun-Telegraph*.—"Some years ago a bomb was thrown in Union Square, New York. That was in the pre-Communist era. They were known then as 'anarchists' or 'syndicalists.' William Hoister, splendid reporter, wrote the story for the *New York American*.

"When I joined the rewrite staff of the *New York American* several veterans often discussed the Hoister story, probably for the benefit of the youngsters. They told how Mr. Hearst liked the American's story better than those in other *New York* newspapers, because of 'its crashing simplicity.' I remembered that observation by Mr. Hearst through my newspaper writing days and I still think for newspaper purposes clarity and simplicity should come first.

"Of course, a news story clearly and simply written does not mean it is devoid of 'the literary touch.' It may be 'more literary' than one cluttered up with literary allusions.

"Even news reporters with the necessary background in literature, history and the classics, in my opinion, seldom have sufficient restraint when they sit down deliberately to write what the news editor likely would call a 'powerful, fancy piece.'"

Tom Wallace, *Louisville Times*.—"I believe it highly important for those who would learn how to write to read good literature. Kipling, according to a legend, studied an unabridged dictionary regularly, to acquire exactness in use of words. Stevenson said he played the sedulous ape to Montaigne.

"The late Bob Ryder, whose editorial paragraphs in the *Ohio State Journal* exemplified paragraphing at its best, is said to have read the Bible nine times, to improve his ability to express himself.

"The writer who reads the classics will improve himself, regardless of whether he reads with that intention. His association with masters of expression will be, inevitably, beneficial. If, as a result of his reading he adorns his writing with literary allusions, he will make himself more readable to those who have read what he has read. Perhaps he will not make himself less readable to others. Henry Watterson did not hesitate to employ literary allusions, and his admirers were by no means the well-read exclusively.

"I think a good deal of contemporary newspaper writing and book writing reveal lack of the writer-training that good reading provides but literary allusions, as outcroppings, should be considered carefully by those who may be tempted to use them, lest they cause the judicious to grieve. They should not be flaunted."

Marvin H. Creager, *Milwaukee Journal*.—"James O'Donnell Bennett is one hundred per cent correct in urging young newspaper writers to read classic novels, histories, memoirs and biographies. Mr. Bennett's advice would apply, of course, to all people, young or old and in whatever profession or calling.

"But it is especially in order for newspaper workers, for no one can have a real education without having read copiously of works that have stood the test of years. I am not so sure, however, of the efficacy of literary allusions. It apparently is difficult to avoid using them as a show case for the writer. It is a wonderful thing for a newspaper writer to know himself and profit by their beautifully expressed truths. But there is great temptation to over do."

Stephen Bolles, *Janesville (Wis.) Gazette*.—"The average reporter is educated in modern slang and the froth of language. I believe that the first year of every school of journalism should be given up to an intensive study of English. I believe that a reporter is much better equipped if he will read Tain's 'English Literature' and Green's 'History of the English People.'

"No reporter is well equipped unless he has a thorough knowledge of the Bible and its imagery. Entirely aside from its sacred character or its theological technique, it is the only common book in the hands of the people and the public of which there is a general knowledge giving to us contact with the literature of the Orient with its flowers and its imagery against the cold and practical Anglo-Saxon.

"Every reporter should be familiar with history, especially that of the United States and in his locality with its background and its history. Quoting Al Smith, 'to my way of thinking' the most important person on the newspaper is the good reporter, thoroughly equipped. He cannot obtain this all in his youth. It must be a matter of continuous education. I know of no better book for the average reporter, who comes into contact with law cases and court actions than

Blackstone's 'Commentaries' as well as a thorough familiarity with constitutions of his nation and state."

Stuart H. Perry, *Adrian (Mich.) Telegram*.—"Literary allusions have pretty well disappeared from the main stream of news in the daily press. One cause of this change is the crowding of telegraphic wires with spot news, which results in the exclusion of everything that interferes with the maximum of factual reporting. The same tendency more or less affects local reporting.

"Another cause, which must be frankly recognized, is the fact that a large proportion of newspaper writers lack the cultural background from which such allusions naturally come, and that a large proportion of the reading public for the same reason would not understand such allusions.

"My own view is that newspapers should not accept these reasons as inexorably controlling factors—or in other words should not surrender to the spirit of mediocrity and consent to the elimination of the last vestiges of literary culture. Occasional literary allusions are gratifying to the eyes of those who understand them, and I agree with Mr. Bennett that they are welcome also to a great many persons prefer articles, discourses and conversation that is at times a little in advance of them, rather than what is strictly at or below their own mental level.

"It hardly needs to be added that such allusions should be written with a sure hand. They should not be too frequent, and they should not be too pedantic, obscure or esoteric. It is a matter that can very easily be overdone, or ill done, either of which would be worse than complete literary silence."

## All Editors Know James Wright Brown

The Wise and Genial Publisher of  
"The Editor and Publisher"

Mr. Brown's business is to know newspapers, through and through. Out of the blue, he recently volunteered this opinion upon a Syndicate Feature which he has followed for a quarter of a century, with the discriminating eye of an Editor and a Churchman:—

"I congratulate you on the *Ellis Lesson*. It occupies a place unique in American syndicate journalism. You certainly have not wearied in well-doing, but year in and year out have been preaching the old-time religion in attractive modern style."

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## AUSTRALIAN PAPERS PROTEST TARIFF

Returning Chicago Agency Man Surveys Situation in Far British Colony—Discusses Radio Tactics

(Special to Editor & Publisher) CHICAGO, Sept. 21—Although the newspaper publishing business in



MASON WARNER

Australia is on a progressive and profitable basis, with the entire country "out of the woods" as far as a depression is concerned, the chief worry of Australian publishers is the great obstacle to importation of American-made printing presses, according to Mason Warner, president of Mason Warner Company, local advertising agency. Mr. Warner recently returned from a two-months' trip through Australia. Discussing this problem with Editor & Publisher, Mr. Warner said: "It is affecting publishers directly because of the tariff commission's rule prohibiting the importation of American presses. This puts publishers of great daily newspapers in a difficult position, for many of them have hundreds of thousands of dollars invested in American-made presses. They do not want to break their lines by adding presses of British make."

"Australian publishers are willing to pay a tariff premium of even 20 per cent for presses made in United States over those made in England," he said. "Past experience has proved to them that American presses are superior to any in the world and they are unostentatious in expressing their appreciation of fair dealing at the hands of American press manufacturers. The question is so acute, that every daily is endeavoring to have the tariff commission change its attitude. American diplomatic and consular representatives have been approached by publishers with the request that America 'do something' to help them out of their dilemma, but American consuls take the position that Australian tariff is a question for Australia to settle and refuse to participate in any way in the discussion." Mr. Warner added that Australians feel America is not buying as much from their country as is Great Britain or Japan. They want to buy from those to whom they sell, he said, but, unfortunately, Australia's chief export products are wool and wheat and America buys little of either product abroad.

Taking up the matter of Australian newspaper publishing technique, Mr. Warner told Editor & Publisher that newspapers in that country are "well written, well printed and aggressively circulated."

"They are profitable advertising mediums and their sales power is generally recognized by all Australian manufacturers and merchants," he declared. "The leading retail stores of Australia are on par with those in American cities. The David Jones Store in Sydney is modern in every detail and its restaurant, advertised in daily newspapers, serves 5,000 to 10,000 meals daily."

Radio advertising in Australia does not have the patronage, nor the influence, that it has in America for two reasons, Mr. Warner stated. "First, the government owns and operates the more popular and powerful stations and accepts no advertising whatever. Second, all radio sets

in Australia are taxed and the number of receiving sets per million population is pitifully small when compared to the same population figures in America. Advertising is restricted to class B stations and the small audiences do not permit the investment in programs that is possible in America."

## SYNDICATES ARE NOW IN THEIR HEYDAY

(Continued from page III)

mechanical needs of its many users. And there is apparently no dearth of syndicate brains. Salaries remain much the same, since much of the work is done on a contract basis. The fabulous remunerations—like the \$265,000 Arthur Brisbane got for "Today" and other efforts during 1934—still are found within the newspaper-owned syndicates where the mother paper maintains the feature principally for its own use, yet finds an additional revenue source merely for the taking. Outside this class the \$25,000 to \$50,000 of the half-dozen big syndicate writers remains tops.

This has not meant increasing costs to the publisher, syndicate men maintain, however, because the depression did have its effect in reducing prices which have not all been brought to old-time levels yet. By and large it has been a case of syndicates giving an improved and enlarged service at the same price level. For example, the express people report a 1,000 per cent increase in the airmail shipment of comic art work and drawings during July over last year. Some 700 draw-month, most of them en route from artists to syndicates. Some, of course, are on their way to advertising agencies and their clients.

Three major changes in the direction of leading syndicates should be noted. Probably there are more. But Monte Bourjaily created a mild stir when he left the United Feature Syndicate with a record of success and bought the Mid-Week Pictorial from the New York Times.

Not too long ago George F. Kearney took over the management of the Ledger Syndicate. This received wide publicity with the trade. Just this week the Associated Press, expanding its syndicated feature service, announced the assignment of W. T. McCleery as executive editor in charge of the A. P. feature service. McCleery has been serving as feature service news editor.

In announcing the assignment, Kent Cooper, general manager, explained that at his request Wilson Hicks, an executive assistant, last year had undertaken the double task of administration of the feature and news photo services.

"With new expectations of developments in both of these branches of the service, an executive is necessary in each department reporting directly to the general manager," Mr. Cooper said.

McCleery started newspaper work on the Hastings (Nebr.) Tribune, and

later was a feature writer on the Omaha World-Herald. In 1933 he joined the A. P. feature staff in New York, later serving in the Washington and Cleveland bureaus. Mr. McCleery left Omaha to work under John Mench in the general advertising department of Hearst Newspapers, New York.

## CROSS JOINS FACULTY

Although physical incapacity and a desire for "quality rather than quantity" have heretofore limited registration to 60 students, the Columbia school of journalism has accepted sixty-five applications for the year 1936-1937. The faculty of the school will be augmented this year by the services of Harold L. Cross, until recently counsel for the New York Herald Tribune, who had retired from the legal profession to give his entire time to the school of journalism. Professor Cross will give a course in the "Law of Libel." Other new instructors are Henry F. Pringle, and Howard P. Jones.

## APPREHENSIVE OF RADIO

At the annual conference of the Institute of Journalists at Edinburgh, Scotland, recently, a resolution was adopted which viewed "with apprehension the course which the relationship of the British Broadcasting Company to professional journalism is taking," and which called on the "council of the Institute to take all necessary steps to safeguard the profession from the encroachment of broadcasting." A resolution was also passed which approved the British Government's promise to negotiate with foreign governments and ban the broadcasting of advertisements in English intended for English listeners.

## WKY HAS 300 FOOT ANTENNA

Scheduled for completion Oct. 1 by its radio station WKY, the Oklahoma Publishing Co., publisher of the Oklahoma City Daily Oklahoman, Evening Times and Oklahoma Farmer-Stockman, has a 300-foot vertical radiator steel tower at the Northwest Thirty-ninth street control station. When placed in service, it will replace the two-tower antenna now in use. It weighs 20 tons and will rest upon a concrete base 12 feet square and set nine feet underground. Some Co. completed elaborate studios and business offices in the Skirvin Tower Hotel for WKY.

## 4-PAGE GREETING SECTION

The Newark (N. J.) Evening News on Sept. 17 published four pages of Jewish New Year greetings. The greetings, set in classified style, were alphabetically arranged ran on the average of four lines each.

America's first newspaper feature sales specialists

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## OF YOUR CIRCULATION PROBLEM!

● CAPTURE your most elusive and important reading public... the men and women of tomorrow... today's children!

They'll seek the paper offering THE ADVENTURES OF TED AND JED because these two plucky, pioneer boys, captured by Indians and adopted into the tribe, have exploits to share... real American adventures crammed with thrills, laughs, mystery and romance! Boys and girls will be eager to join THE INDIAN SCOUTS OF AMERICA—a club for those who follow this exciting daily strip.

THE ADVENTURES OF TED AND JED will prove its worth by

1. Increasing and stabilizing circulation.
2. Organizing readers into a solid unit through the club plan.
3. Commanding steady and continued reader-interest by means of the instructional end-panel.

Surveys prove there is a demand for wholesome features of merit. THE ADVENTURES OF TED AND JED will win the support of educational and community groups because it promotes the finest ideals of American youth.

Make sure of securing this amazing feature for your newspaper. Some territories are still open. WIRE or write at once for rates and detailed information.

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